



Approved
May 23, 2011

Strategic Planning Workshop
Monterey Regional Water Pollution Control Agency
Board of Directors
May 5, 2011
8:00 am – 12:45 pm

BOARD MEMBERS PRESENT:

Ron Stefani, Chair	Castroville Com. Services Water District, President
Dennis Allion, Vice Chair	Del Rey Oaks, Vice Mayor
Lou Calcagno	County of Monterey, Supervisor
Dan Burns	Marina Coast Water District, Vice President
Libby Downey	Monterey, Councilmember
Carmelita Garcia	Pacific Grove, Mayor
Gloria De La Rosa	Salinas, Mayor Pro Tem
David Pendergrass	Sand City, Mayor
Felix Bachofner	Seaside, Mayor
Vacant – Ex-Officio	U.S. Army, Representative

BOARD MEMBERS ABSENT:

Ramiro Cortez	Boronda County Sanitation District
Chris Orman	Moss Landing County Sanitation District

MRWPCA STAFF PRESENT:

Keith Israel	General Manager
Brad Hagemann	Assistant General Manager
Rob Wellington	Legal Counsel
John Tiernan	Director of Admin Services/Deputy GM
Tom Buell	Director of Finance
Betty Nebb	Executive Assistant

OTHERS PRESENT:

Marilyn Snider – Snider and Associates
Gail Tsuboi – Tsuboi Design (recorder)
Rob Russell – City of Salinas Public Works Department
Rose Gill – Salinas Valley Solid Waste Authority

Chair Stefani opened the Strategic Planning Workshop session at 8:00 am. After an initial welcome to all present, Chair Stefani called for Public Comments – there were none. At that point, he turned the Workshop over to Marilyn Snider for the strategic planning process. The material that follows is the outcome from the workshop. The workshop was concluded at 12:50 pm.

MISSION STATEMENT

The Monterey Regional Water Pollution Control Agency is dedicated to meeting the wastewater and reclamation needs of our member agencies while protecting the environment.

VISION STATEMENT

The Monterey Regional Water Pollution Control Agency will be a model customer service provider for the efficient, innovative utilization of wastewater.

CORE VALUES

not in priority order

The Monterey Regional Water Pollution Control Agency values . . .

- *Cost-efficient, consistent and reliable service and business practices*
- *Open, honest lines of communication between and among board, public and staff*
 - *Ethical behavior*
 - *Customer-focused and centered*
 - *Helpful and timely responses*
 - *Loyalty and dedication*

THREE-YEAR GOALS

2011-2014 • not in priority order

- ▶ **Develop the use of recycled and replenishment water**
- ▶ **Enhance and implement coordination/collaboration with other agencies on projects of joint interest**
- ▶ **Develop and implement a comprehensive energy plan**
- ▶ **Enhance internal and external outreach and communication**

NEXT STEPS/FOLLOW-UP PROCESS

<i>WHEN</i>	<i>WHO</i>	<i>WHAT</i>
Friday, May 6, 2011	Clerk to the Board	Distribute the strategic planning workshop record to the Board and Management Team.
Within 48 hours of receipt	All Recipients	Read the retreat record.
May 9, 2011	Management Team	Review the "Current Internal Weaknesses/Challenges" list for possible action items.
By May 13, 2011	Management Team	Present the Strategic Plan to staff.
At the May 23, 2011 Board meeting	General Manager	Present the updated Strategic Plan to the Board and the public.
Monthly	Board and Management	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed.
Monthly	Clerk of the Board	Prepare and distribute the updated Strategic Plan monitoring matrix to the Board and the Management Team.
April 2012	Board and Staff	Strategic Planning Retreat to: <ul style="list-style-type: none"> - more thoroughly assess progress on the goals and objectives - develop objectives for the next year

MONTEREY REGIONAL WATER POLLUTION CONTROL AGENCY
ONE-YEAR STRATEGIC OBJECTIVES
 5 May 2011 – 1 April 2012

THREE-YEAR GOAL: <i>DEVELOP THE USE OF RECYCLED AND REPLENISHMENT WATER</i>						
<u>WHEN</u>	<u>WHO</u>	<u>WHAT</u>	<u>STATUS</u>			<u>COMMENTS</u>
			DONE	ON TARGET	REVISED	
1. Sept. 30, 2011	General Manager	Contingent upon MPWMD funding, develop and present to the Board for action a GWR Pilot Project Plan.				
2. Oct. 31, 2011	General Manager	Prepare and present to the Board for action an updated Public Outreach and Acceptance Plan for Recycled Water.				
3. Nov. 30, 2011	General Manager	Develop and present to the Board for action a plan to supply recycled water for the Pacific Grove Golf Course.				
4. Feb. 29, 2012	General Manager, in collaboration with the MCWD and MCWRA	Develop winter storage of recycled water alternatives and report results to the Board				
5. Mar. 31, 2012	General Manager	Obtain federal, state and/or public/private funding for the MRWPCA's portion of the recycled and replenished water projects and report the results to the Board.				
6. Apr. 30, 2012	General Manager, working with the MCWD staff, Leadership Group and MCWRA	Expedite the RUWAP Project.				

THREE-YEAR GOAL: <i>ENHANCE AND IMPLEMENT COORDINATION/COLLABORATION WITH OTHER AGENCIES ON PROJECTS OF JOINT INTEREST</i>						
<u>WHEN</u>	<u>WHO</u>	<u>WHAT</u>	<u>STATUS</u>			<u>COMMENTS</u>
			DONE	ON TARGET	REVISED	
1. June 15, 2011 and monthly thereafter	MRWPCA Board Chair (lead), meeting with MCWD, MCWRA, MPWMD	Discuss projects of joint interest (e.g., recycled water) and issues of common concern and report the results to the Board.				
2. Feb. 1, 2012	Asst. Gen. Manager	Report to the Board on ongoing collaborative efforts with MRWMD (Landfill) regarding biogas and biosolids.				
3. Feb. 1, 2012	MRWPCA Board Chair, working with MCWRA, MCWD, MPWMD	Conduct an assessment to determine existing water resources and investigate new sources of water and report findings to the Board.				

THREE-YEAR GOAL: <i>DEVELOP AND IMPLEMENT A COMPREHENSIVE ENERGY PLAN</i>						
<u>WHEN</u>	<u>WHO</u>	<u>WHAT</u>	<u>STATUS</u>			<u>COMMENTS</u>
			DONE	ON TARGET	REVISED	
1. Sept. 30, 2011	Asst. Gen. Manager	Conduct an agency-wide energy audit and report the findings to the Board.				
2. Nov. 30, 2011	Asst. Gen. Manager	Prepare a Joint Biogas Alternatives Report and present findings to the Landfill and MRWPCA Boards for action.				
3. Mar. 1, 2012	Asst. Gen. Manager, in coordination with the Landfill Board	Finalize the Joint Biogas Project and present to the Board for action.				
4. Mar. 31, 2012	Maintenance Manager	Based on the Energy Audit, develop project strategies/ alternatives for reducing energy consumption and present to the Board for action.				
FUTURE OBJECTIVE	Asst. Gen. Manager	Develop alternatives for producing additional energy (e.g., solar) and present to the Board for action.				

THREE-YEAR GOAL: <i>ENHANCE INTERNAL AND EXTERNAL OUTREACH AND COMMUNICATION</i>						
<u>WHEN</u>	<u>WHO</u>	<u>WHAT</u>	<u>STATUS</u>			<u>COMMENTS</u>
			DONE	ON TARGET	REVISED	
1. Next City Council meeting following a MRWPCA Board meeting	Each Board member	Using a format provided by the Clerk to the Board, report out the results of the last MRWPCA Board meeting to their City Council.				
2. June 1, 2011	Community Relations Specialist	Develop and distribute to the Board a proposed annual schedule of employee events that could be attended by Board members.				
3. July 1, 2011 and on a quarterly basis	Community Relations Specialist	Contact Access Monterey Peninsula to appear on the "Your Town" radio and television show to increase public awareness of the work of MRWPCA.				
4. At the July 2011 Board meeting	Dep. Gen. Manager	Recommend to the Board for action the televising of Board meetings.				
5. Beginning in July 2011 and monthly thereafter	Customer Services Supervisor, with input from the Gen. Manager and Asst. Gen. Manager	Have printed on the monthly billing statement a message promoting the work of MRWPCA.				
6. Sept. 1, 2011	Dep. Gen. Manager	Develop an MRWPCA Succession Plan and present to the Budget/Personnel Committee for action.				
7. Nov. 1, 2011	Dep. Gen. Manager	Develop and present to the Budget/Personnel Committee for action an Employer Mentoring Program.				