



SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT

Yucaipa Valley Golf Club - 33725 Chapman Heights Rd, Yucaipa, CA 92399

BOARD OF DIRECTORS WORKSHOP

AGENDA

9:00 AM Wednesday, February 23, 2022

CALL TO ORDER

1) INTRODUCTIONS

2) PUBLIC COMMENT

Any person may address the Board on matters within its jurisdiction.

3) DISCUSSION ITEMS

- 3.1 Discuss Consideration of Strategic Plan and Goal Setting (Page 2)
[Staff Memo - Discuss Consideration of Strategic Plan and Goal Setting](#)
[San Bernardino Valley Municipal Water District Strategic Plan](#)

4) ADJOURNMENT

PLEASE NOTE: Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District's office located at 380 E. Vanderbilt Way, San Bernardino, during normal business hours. Also, such documents are available on the District's website at www.sbvmd.com subject to staff's ability to post the documents before the meeting. The District recognizes its obligation to provide equal access to those individuals with disabilities. Please contact Melissa Zoba at (909) 387-9228 two working days prior to the meeting with any special requests for reasonable accommodation. Viewers will not be able to participate in the meeting; participation will require in-person attendance



DATE: February 23, 2022
TO: Board of Directors Workshop
FROM: Heather Dyer, CEO/General Manager
SUBJECT: Discuss Consideration of Strategic Plan and Goal Setting

Staff Recommendation

Staff recommends the Board of Directors discuss consideration of the Strategic Plan and provide input on setting goals for one or more of the Strategies included in the Plan.

Summary

In 2020-2021, the District held several Director Workshops, facilitated by Water Systems Consulting, Inc. (WSC), to develop its first ever Strategic Plan. At the Board Meeting on February 15, 2022, the Directors recommended the Strategic Plan be brought back to a workshop for further discussion. Also at this Workshop, WSC will lead the Directors through the process of setting specific goals for one or more of the strategies identified in the Strategic Plan.

Background

The District's Strategic Planning process kicked off in 2019 and has been ongoing over the last two years. The process has involved individual interviews of the Directors, group meetings with Staff, and interviews with the stakeholder's workgroup. Through the information gathered throughout this process, the Directors have developed the District's first ever Mission, Vision, and Values statements, and a set of District priorities for the future.

The Strategic Plan is intended to be a guiding document that lays out the approach and direction of the District for many years. The next steps in the Strategic Planning process include goal setting and further development of the priorities and how they will be implemented. This work will be ongoing.

Fiscal Responsibility

The total fiscal impact of the Strategic Plan is \$113,800.

Attachments

San Bernardino Valley Municipal Water District Strategic Plan



SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT

STRATEGIC PLAN

FEBRUARY 2022

This Strategic Plan will be used to set priorities, establish focused goals and annual action plans, and problem-solve with integrity.

A NOTE FROM...

THE BOARD OF DIRECTORS

When San Bernardino Valley Municipal Water District was formed in 1954, the needs of our watershed, customers, and region were vastly different than what they are today. Prolonged drought, litigation, population growth, habitat loss, and climate uncertainty have caused us to evaluate how we do business and adapt our approach to local water resource management. Through these challenges, we have grown to value partnerships, regional solutions, and creative problem-solving.

The Board of Directors is proud of all that Valley District has accomplished over the past 67 years. The forethought of those before us and the innovation of today's leaders have defined us as a responsible and forward-thinking steward of our watershed.

While this Strategic Plan focuses on our future aspirations, Valley District's Board of Directors will continue to celebrate our rich history, struggles, and successes as a wholesale water provider serving the region. Through decades of challenges and triumphs, Valley District has continually shown that – when we hold true to our mission, vision, and values while remaining committed to those we serve – we can achieve great things for our region.



Paul Kielhold

PRESIDENT PAUL R. KIELHOLD



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THE CHIEF EXECUTIVE OFFICER / GENERAL MANAGER

For nearly 70 years, Valley District has evolved as an organization while remaining committed to our core principles. We are approaching the complex problems of today and tomorrow through a new lens, one that relies on regional collaboration, bold leadership, and innovative ideas.

Valley District is not only working towards a resilient water supply but a holistically healthy watershed, a goal that we cannot accomplish alone.

Much like the natural systems of our valley, the agencies and the people within our watershed are integrally connected. The engineers, policymakers, planners, educators, wildlife biologists, operators and citizens – all of us contribute to the health of our water systems and have a responsibility to protect the quality of life for our people and our shared environment. Through regional partnerships, trust, and respect, we are creating new relationships, breaking barriers, and challenging traditional approaches to water solutions that will support future generations to come.

This Strategic Plan is an important milestone in our continuing evolution as an organization. It will help us measure our progress, and inspire us to do more to preserve and protect our region's valuable water resources for a prosperous and resilient future.



HEATHER P. DYER

KEY ELEMENTS

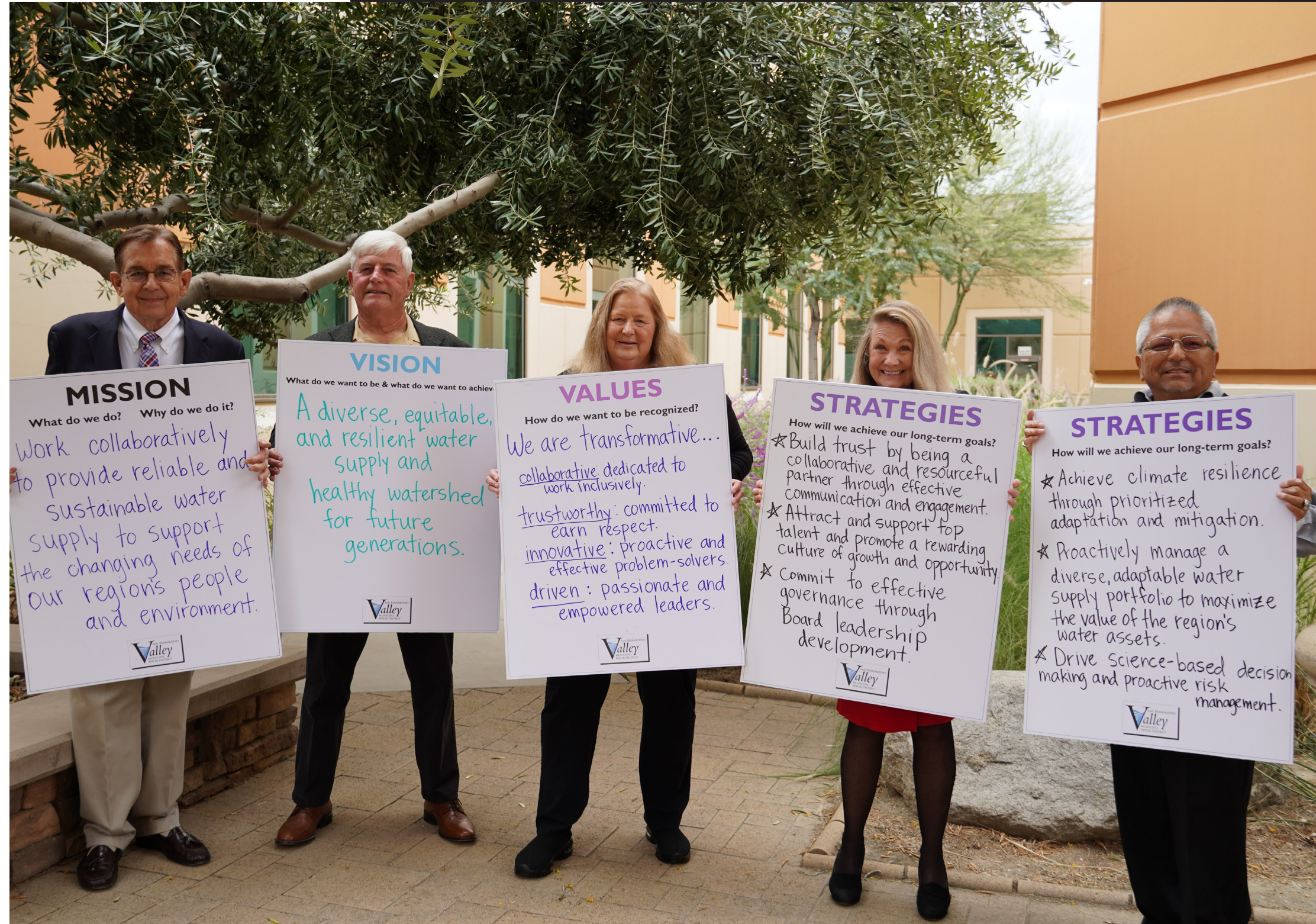


APPROACH

This Strategic Plan establishes Valley District's long-term aspirational view and serves as a compass for the organization. Its purpose is to guide short and long-term policies, partnerships, initiatives and investments.

To develop this plan, the District's board and staff conducted a multi-year effort including a series of workshops, interviews, stakeholder meetings and expert-led discussions.

With hours of collaboration and input from staff, the Board of Directors, and partnering constituents, the Strategic Plan is a call to action that communicates Valley District's unique purpose, identity, desired future state, and strategies to accomplish its long-term goals.





MISSION

VISION

VALUES

PRIORITIES

STRATEGIES

OUR *MISSION*
IS TO...

Work **collaboratively** to provide a **reliable** and **sustainable** water supply to support the changing needs of our region's **people** and **environment**.

MISSION



MISSION

VISION

VALUES

PRIORITIES

STRATEGIES

OUR *vision* FOR THE FUTURE IS A...

Diverse, Equitable, and
Resilient Water Supply and
Healthy Watershed for
Future Generations.

VISIONS



MISSION

VISION

VALUES

PRIORITIES

STRATEGIES

WE ARE TRANSFORMATIVE BY LIVING OUR *values...*



COLLABORATIVE.

Dedicated to work inclusively.



TRUSTWORTHY.

Committed to earn respect.



INNOVATIVE.

Proactive and effective problem-solvers.



DRIVEN.

Passionate and empowered leaders.

VALLEY WATER



OUR *priorities* ARE TO DELIVER SOLUTIONS THAT ARE...

MISSION

VISION

VALUES

PRIORITIES

STRATEGIES



RESILIENT.

Resilient to seismic conditions, drought, population growth and climate change.



RESTORATIVE.

Reduce carbon footprint and recover environmental health.



SCIENCE BASED.

Built from reliable regional data shared among all partners.



COST-EFFECTIVE.

Optimize operational efficiency and maximize benefits from ratepayer investments.



INTEGRATED.

Holistically optimize value to the region.

PRIORITIES



OUR *strategies* ARE TO...

MISSION

VISION

VALUES

PRIORITIES

STRATEGIES

1

Achieve climate resilience through prioritized adaptation and mitigation.

2

Proactively manage a diverse, adaptable water supply portfolio to maximize the value of the region's water assets.

3

Drive science-based decision making and proactive risk management.

4

Build trust by being a collaborative and resourceful partner through effective communication and engagement.

5

Attract and support top talent and promote a rewarding culture of growth and opportunity.

6

Commit to effective governance through Board leadership development.

STRATEGIES

NEXT STEPS

IMPLEMENTING THE PLAN

This Strategic Plan crystalizes our purpose and identity. It illustrates Valley District's character and tenacity. Comprising core values, a shared vision, and an ambitious mission, the plan represents alignment among the Directors, unity of staff, pride in the work accomplished, and an eagerness to overcome future challenges. We will use this Strategic Plan to set priorities, establish focused goals and annual action plans, and problem-solve with integrity.

We view this Strategic Plan as an active instrument; a powerful tool that will guide Valley District to serve our community, care for our watershed, and ensure a resilient water future for our region. This Strategic Plan is transformative for our agency. It demonstrates Valley District's evolution as an organization, establishes our role as a leader in the watershed, and models our plans for the future.



This Strategic Plan was made possible through the collective contributions of the 2020-2022 Board of Directors and Valley District staff, in partnership with Water Systems Consulting, Inc.



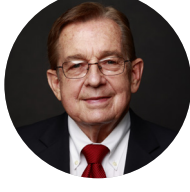
JUNE D. HAYES
Division I



GIL J. BOTELLO
Division II



SUSAN L. LONGVILLE
Division III



T. MILFORD HARRISON
Division IV



PAUL R. KIELHOLD
Division V



