

# Russian River Flood Control District

## STRATEGIC PLAN 2016 – 2019

### Mission Statement

*The Mendocino County Russian River Flood Control and Water Conservation Improvement District's mission is to proactively manage the water resources of the upper Russian River for the benefit of the people and environment of Mendocino County.*

### Vision Statement

*Improve the reliability and availability of water resources.*

### Core Values

**Proactive  
Competency**

**Leadership  
Reliable**

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### Executive Summary

Focus Area	Strategic Focus Statement	Core Goals	Tactics	Timeline / Assigned
Reliable / Available	<i>Ensure reliable and available sources of water for the community including new and expanded sources for which the District has a direct relationship or agreements.</i>	<ul style="list-style-type: none"> <li>• Potter Valley Project</li> <li>• Dam</li> <li>• Licensed Water Rights</li> <li>• 6,000 Acre Feet (parallel track with Redwood Valley)</li> </ul>	<p><b>Goal 1</b></p> <ul style="list-style-type: none"> <li>A. Financial support (5 agencies)</li> <li>B. Continue participation</li> <li>C. Increase board member participation</li> </ul> <p><b>Goal 2</b></p> <ul style="list-style-type: none"> <li>A. Dam operations – Government lobby               <ul style="list-style-type: none"> <li>i. UC Davis reservoir modeling – continued relation</li> <li>ii. Form coalitions with other affected regions (locally and nationally)</li> <li>iii. Legislation – Forecast Act, Regions</li> </ul> </li> <li>B. Raise the dam               <ul style="list-style-type: none"> <li>i. UC Davis modeling – reimburse costs for studies</li> <li>ii. Legislation – Forecast Act, Regions, explore lobbying</li> <li>iii. Support 3x3x3 process and funding</li> </ul> </li> <li>C. Legislation               <ul style="list-style-type: none"> <li>i. Support Forecast Act</li> <li>ii. FIRO program – continue support (Forecast Informed Reservoir Operations)</li> </ul> </li> </ul> <p><b>Goal 3</b></p> <ul style="list-style-type: none"> <li>A. Continue relations with State to complete</li> <li>B. Lobby as board at State water board</li> </ul> <p><b>Goal 4</b></p> <ul style="list-style-type: none"> <li>A. Meet with Sonoma County Water Agency directors to negotiate the number of acre feet</li> </ul>	<p>Commission; Paul Zellman, Judy Hatch, Tyler Rodrigue and Tamara Alaniz</p> <p>Government Regulations</p> <p>Board; General Manager</p> <p>Board and Staff</p>

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<b>Regional Water Resources</b>	<p><i>Explore new partnerships and programs to expand regional water resources</i></p>	<ul style="list-style-type: none"> <li>• Support Redwood Valley Annexation</li>   <li>• Participate in Sustainable Groundwater Management Act</li>   <li>• Consolidation of Ukiah Valley Water Agencies</li>   <li>• Determine level of participation, as reclaimed water development is determined in the Valley</li> </ul>	<p><b>Goal 1</b></p> <ul style="list-style-type: none"> <li>A. Support effective utilization of 6,000 acre feet held in reserve</li> <li>B. Sell water to Redwood Valley for economic viability of RRFCD</li> </ul> <p><b>Goal 2</b></p> <ul style="list-style-type: none"> <li>A. Level of participation               <ul style="list-style-type: none"> <li>i. Access who is available and acceptable to participate</li> <li>ii. Meet with Mendocino County about Act</li> <li>iii. Determine how we want to participate in GSA</li> </ul> </li> </ul> <p><b>Goal 3</b></p> <ul style="list-style-type: none"> <li>A. Explore options to consolidate all Districts into an Agency for region-wide sustainability</li> <li>B. Provide for consolidated power to represent region with the State and ensure water resources</li> <li>C. Create public awareness               <ul style="list-style-type: none"> <li>i. Public forums</li> <li>ii. Dam tours</li> <li>iii. Newspaper articles</li> </ul> </li> <li>D. Be liaison to other agencies to seek collaboration, cooperation and interest</li> </ul> <p><b>Goal 4</b></p> <ul style="list-style-type: none"> <li>A. Reclaimed water – Coordinate and collaborate with reclaimed water development entities and customers in the region</li> </ul>	<p>Board to board interaction Staff to staff interaction</p> <p>Board to Board interaction</p> <p>????</p> <p>????</p>
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<b>Internal Organization</b>	<p><i>Develop sustainable internal systems to ensure maximum utilization of volunteers, staff and agency resources</i></p>	<ul style="list-style-type: none"> <li>• Organization efficiency / effectiveness</li>   <li>• Board Development</li> </ul>	<p><b>Goal 1</b></p> <ul style="list-style-type: none"> <li>A. Digitize the company files and do billing electronically</li> <li>B. Explore changing the enacting legislation regarding agency name and the 120 day comment period, if needed in light of the Brown Act</li> <li>C. Utilize support staff for daily operations as needed</li> <li>D. Evaluate office space needs</li> <li>E. Create equipment needs list including a 4WD pickup</li> </ul> <p><b>Goal 2</b></p> <ul style="list-style-type: none"> <li>A. Ensure stronger board meeting minutes including digitizing the meeting record</li> <li>B. Conduct Board training and education on such topics as Brown Act, ethics, sexual harassment, Board Person-ship, board development, governance fiduciary responsibilities (including resources from the Water Education Foundation (WEF)</li> <li>C. Create an on-boarding process for board members</li> <li>D. Create a succession plan to identify potential community members to serve on the Board or be a referral resource to appoint new Board members when needed and encourage candidates to run for office.</li> </ul>	<p>????</p>          <p>????</p>
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