

*Mendocino County Russian River Flood Control
& Water Conservation Improvement District*

2026 – 2028 Strategic Plan

Mission

The District’s mission is to steward water resources for the benefit of people and environment.

Vision

Our vision is to ensure available, reliable, and resilient water resources.

Values

Values serve as guiding principles for the District as it invests time and energy to meet the Mission and Vision over the next three years.

Trust:	We are a consistent and reliable resource.
Knowledge:	We apply the insight and expertise required to steward water resources.
Advocacy:	We support and raise awareness of water resource issues.
Inclusivity:	We elevate equitable access to opportunities and resources.
Transparency:	We practice and encourage open communication and engagement.

3-Year Target

We will lead our community to help ensure consistent, affordable, and reliable water supply for the region.

Annual Action Plan

The strategic plan has a corresponding annual action plan approved by the Board each year. It sets tactics and performance metrics for implementing the strategic plan goals and supporting the annual General Manager performance evaluation.

2026 – 2028 Strategic Plan

Priorities & Goals:

Priority 1: Water Supply Security

Ensure reliable, resilient, and available sources of water.

- Goal 1: Improve river and reservoir operations.
- Goal 2: Advance fair and reliable trans basin diversions.
- Goal 3: Increased storage capacity.
- Goal 4: Ensure effective and beneficial use of District water as a public resource.

Priority 2: Strategic Partnerships

Collaborate with partners to achieve aligned goals for a mutual benefit.

- Goal 1: Cultivate trusted relationships with community partners for regional water security.
- Goal 2: Expand relationships with non-traditional partners and stakeholders in pursuit of enhanced Environmental Stewardship.
- Goal 3: Collaborate with strategic partners to enhance accountability and transparency.

Priority 3: Advocacy and Engagement

Be an influential voice for our region through outreach, education, funding, regulation, and legislation.

- Goal 1: Improve public awareness and understanding of the importance of water issues.
- Goal 2: Pursue State and Federal governmental policy and funding support.

Priority 4: Governance and Operational Excellence

Foster sustainable leadership and management of agency resources.

- Goal 1: Capable and high quality executive leadership.
- Goal 2: Engaged, diverse, and knowledgeable Board leadership.
- Goal 3: Effective systems, administration, and human resources to execute the strategic plan.
- Goal 4: Sound and sustainable management of District finances.