

**Russian River Flood Control District
2020 – 2022 STRATEGIC PLAN with METRICS**

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

Ensuring the reliability and availability of our water resources.

Core Values

Advocacy

Competency

Reliability

Inclusivity

Transparency

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Priority 1: Secure To ensure reliable and available sources of water.		
Goal 1: Maintain compliance with the terms and conditions of our water rights license.		Date Completed ...
Tactics:	1.1: Continue proactively managing the water rights license for economic viability of the District. 1.2: Continue educating water users and constituents on the water rights license conditions and requirements.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Submit annual water use reporting. (April 2020, 2021, 2022) ○ Conduct 1-2 water rights and licensing education sessions annually for Board & Customers. (Aug 2020, 21, 22) ○ Develop timeline for a cohosted water rights symposium with Farm Bureau. (June 2020) ○ Publish resource materials on District website regarding water rights License. (Aug 2021) 	
Goal 2: Remain involved in Coyote Dam and Lake Mendocino Reservoir operations and developments.		
Tactics:	2.1: Remain involved in Dam operations including government lobbying and legislation. 2.2: Support the 3x3x3 process to raise the dam. 2.3: Continue support & education of FIRO program. 2.4: Participate with other affected groups in support of recreational use of Lake Mendocino.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Meet with local legislative representatives to discuss Dam operations and raising. (June 2020, 21, 22) ○ Support IWPC efforts to keep dam-raising study active. (June 2020) ○ Publish reference materials on reservoir to District website. (Aug 2020) ○ Develop a network of community groups in support of recreational reservoir use. (Dec 2020) 	
Goal 3: Continue participation and support in the operations and development of the Potter Valley Project.		
Tactics:	Tactic 3.1: Continued participation through IWPC. Tactic 3.2: Provide financial support as a member of IWPC.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Attend IWPC meetings and provide updates to Board (Dec 2020, 21, 22) ○ Approve \$25,000 contribution toward fees in the development of the feasibility study (Feb 2020) 	

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Priority 2: Use To ensure water is managed to its highest and best use as a public resource.		
Goal 1: Evaluate District boundary, Sphere of Influence, and licensed place of use.		Date Completed ...
Tactics:	1.1: Maximize water sales as allowed through our license. 1.2: Look for ways to serve all licensed place of use through uniform water supply contracts.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Affirm current customers contracted acre feet amount. (June 2020, Jan 2021, 22) ○ Develop map with District boundary, SOI, and licensed place of use overlays (June 2020) ○ Remaining 35% of customers on new contract. (Dec 2020) ○ Develop irrigable acreage policy for consideration. (Dec 2020) ○ Complete the RVCWD Surplus Water Agreement with the Ad Hoc committee. (July 2020) ○ Establish options for coterminous boundary, SOI, and licensed place of use. (Nov 2020) 	
Goal 2: Monitor and respond to the evolution of regional water uses and sales.		
Tactics:	2.1: Maintain liaison with water districts, water purveyors, District constituents, and customers.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Publish a quarterly District Newsletter for customers, constituents, and community partners. (July 2020) ○ Attend County Water District meetings. (Dec 2022) ○ Attend Farm Bureau Water Committee meetings. (Dec 2022) 	

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Priority 3: Advocate <i>To participate as an active stakeholder in the security and use of water beyond our direct authority.</i>		
Goal 1: Continued liaison with relevant organizations in representation of the District’s Mission.		Date Completed ...
Tactics:	1.1: Maintain participation in stakeholder positions 1.2: Continue participation through various community partners	
Performance Metrics:	<ul style="list-style-type: none"> ○ Meet with local legislative representatives to discuss District and community water issues (Oct 2020, 21, 22) ○ Attend IWPC meetings and provide updates to Board (Dec 2022) ○ Attend GSA meetings and provide updates to Board (Dec 2022) ○ Provide updates to Board on County Water Districts, Upper Russian River Water Agency, City of Ukiah, Mendocino County Board of Supervisors, Upper Russian River Water Agency Managers, and Sonoma Water Agency meetings. (Dec 2020, 21, 22) 	
Goal 2: Educate our community on the commodity of water.		
Tactics:	2.1: Continue the development of our website as a community education tool.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Develop website calendar (March 2020) ○ Upload completed POD map (Sept 2020) ○ Add links, reference materials, articles (Dec 2020) ○ Review 2 comparable websites per quarter and implement relevant improvements. (Dec 2022) 	
Goal 3: Maintain awareness and involvement in current and emerging legislative issues.		
Tactics:	3.1: Participate in industry associations (such as ACWA and CSDA) to stay informed of current and emerging legislation.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Confirm all Board members receiving electronic newsletters. (May 2020) ○ Review Legislative Days agendas and consider attendance. (Dec 2022) ○ Review conference brochures and consider attendance. (Dec 2022) 	

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Priority 4: Administer To foster sustainable leadership and management of agency resources.

Goal 1: Continue to support and retain our General Manager.		Date Completed ...
Tactics:	1.1: Provide funding opportunities for additional training as outlined in the General Managers' annual evaluation. 1.2: Provide direction and support of the General Managers' role as community liaison and customer service agent. 1.3: Create a succession plan for the General Manager position.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Allocate professional development funds in Annual budget (June 2020, 2021, 2022) ○ Complete 12 hours of professional development annually. (Dec 2020, 2021, 2022) ○ Complete GM's 6 month evaluation with goals, including training. (August 2020) ○ Conduct GM's annual evaluation (Dec 2020, 2021, 2022) ○ Review GM evaluation process with LEAP Solutions. (May 2020) ○ Define expectations of a succession plan and timeline for completion.(Dec 2020) 	
Goal 2: Continue development of the Board and its governance role.		
Tactics:	2.1: Develop an annual board training program. 2.2: 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. 2.3: Enhance the on-boarding process for new board members. 2.4: Review and update agency policies.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Eight hours of Board governance & personnel relations trainings conducted per term. (Dec 2020, 2021, 2022) ○ Develop a Financial Dashboard for Board Packets. (Feb 2020) ○ Review Board Handbook and identify areas for development. (May 2020) ○ Update the on-boarding packet and Board Handbook, review annually. (Dec 2020, 2021, 2022) ○ Approve updated policies and review annually. (Dec 2020, 2021, 2022) 	

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Priority 4: Administer To foster sustainable leadership and management of agency resources.

Goal 3: Review and enhance agency systems.		Date Completed ...
Tactics:	Tactic 3.1: Conduct an analysis of all agency systems and create a prioritization of items to improve, enhance, or increase in efficiency.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Engage external bookkeeper. (Feb 2020) ○ Conduct IT audit and review annually. (March 2020, 2021, 2022) ○ Transfer landline to cell phone. (May 2020) ○ Explore options for receiving online payments. (Nov 2020) ○ Develop an operations manual. (July 2021) 	
Goal 4: Ensure agency financials support plans and goals.		
Tactics:	Tactic 4.1: Affirm reserves policies and practices. Tactic 4.2: Evaluate water rates, as needed, to ensure support of annual financial planning.	
Performance Metrics:	<ul style="list-style-type: none"> ○ Affirm policies annually. (Dec 2020, 2021, 2022)) ○ Annual Budget development and approval. (June 2020, 2021, 2022) 	