

Strategic Plan Prioritization Process



January 31, 2022

The RWA has established a process to identify strategic plan priorities. That process was established by the Board of Directors can be found in [RWA Policy 400.4](#)

The process is as follows: The Executive Director shall lead the following procedure to set priorities for the coming calendar year:

1. The Executive Director shall solicit input on the strategic plan and/or other priorities from the members.
2. The input from members shall be reviewed by the Executive Director, staff and the Executive Committee.
3. The Executive Director shall propose strategic plan and/or other priorities to the Executive Committee.
4. The Executive Committee should propose the priorities to the Board for adoption.

Strategic Plan Prioritization Process



Planning Objectives:

- Planning Objective A: Complete development of the Sacramento Regional Water Bank to improve water supply reliability and resilience.

81% ranked as 1 or 2

- Planning Objective B: Evaluate and respond to impacts on the region's water suppliers and operations.

63% ranked as 1 or 2

- Planning Objective C Lead and support planning efforts that benefit water agencies.

38% ranked as 1 or 2

- Planning Objective D Plan for the sustainability of RWA and its members.

19% ranked as 1 or 2

Strategic Plan Prioritization Process

Implementation Objectives:

- Implementation Objective A: Support the securing of funding and assist in resourcing projects and programs that are regional priorities.

95% ranked as 1 or 2

- Implementation Objective B: Support members' efforts to improve water reliability and resilience.

60% as 1 or 2

- Implementation Objective C: Support members' water use efficiency efforts to comply with applicable state and local requirements.

45% ranked as 1 or 2

Strategic Plan Prioritization Process

Communication Objectives:

- Communication Objective A: Provide a forum for education, discussion, and outreach on water issues affecting the region.

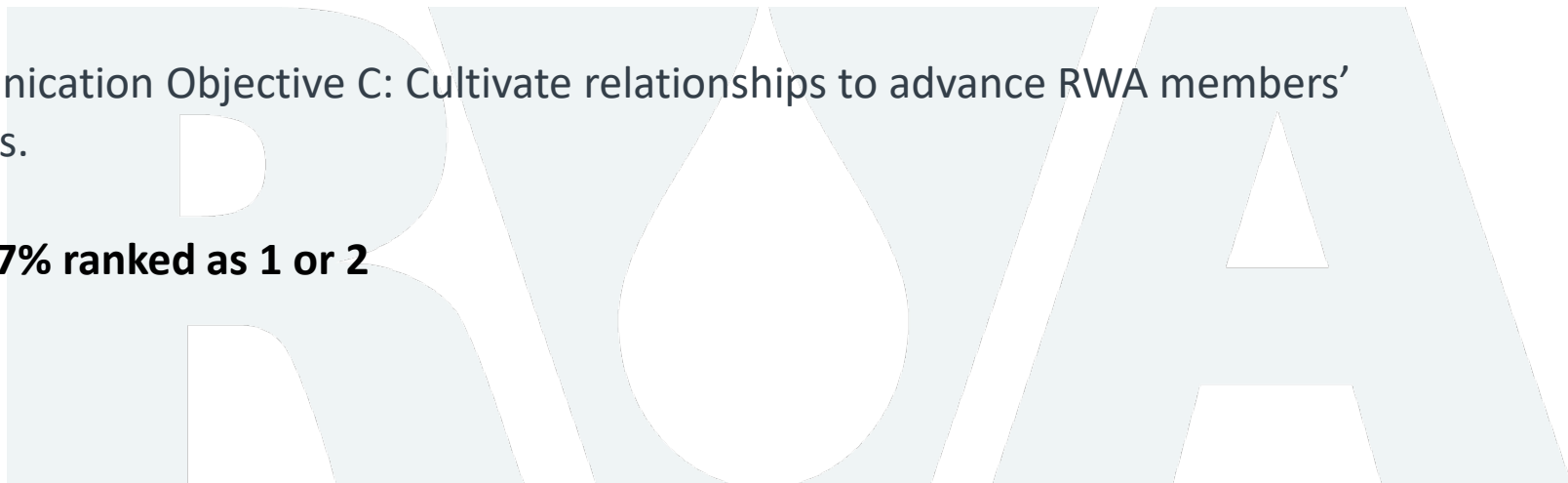
59% ranked as 1 or 2

- Communication Objective B: With one voice, raise RWA's profile and credibility through outreach efforts to targeted audiences.

94% ranked as 1 or 2

- Communication Objective C: Cultivate relationships to advance RWA members' interests.

47% ranked as 1 or 2



Strategic Plan Prioritization Process



Advocacy Objectives:

- Advocacy Objective A: Engage relevant local, state, and federal representatives to seek support for RWA's legislative agenda to further the region's collective goals and objectives.

65% ranked as 1 or 2

- Advocacy Objective B: Evaluate, comment and advocate on state and federal water regulatory issues that may impact the region and its water reliability and resilience (e.g. WQCP, PFAS, Chrome VI).

82% ranked as 1 or 2

- Advocacy Objective C: Assist in the preservation of water rights and entitlements of RWA members, maintain area of origin protections, and protect and ensure water reliability and resilience.

53% ranked as 1 or 2

- Communication and Outreach
- Sacramento Region Water Bank (SRWB) Development
- Water Use Efficiency (WUE) Program
- Regulatory and Policy
- Legislative
- SGA
- RWA Administrative Services
- Valuable Partnerships

