

Strategic Plan 2030



July 22, 2025

Strategic Plan 2030



Things to think about:

- What do we want the RWA brand to be?
- What problems are we trying solve on a regional level?
 - **Climate change** – Are we ready?
 - **Rising costs** - What are ways to minimize this impact to RWA members?
 - **Emerging regulations** – Managing change rather than reacting to it on a statewide level?
 - **Continued strengthening of the region’s voice** – How do we increase our ability to provide a statewide recognized unified voice to advocate and respond to important matters in the region?
- The future: ARCAP
- Build a common understanding among our members and direction
- There are two things that create change: focus (proactive) or crisis (reactive)



Strategic Plan 2025+



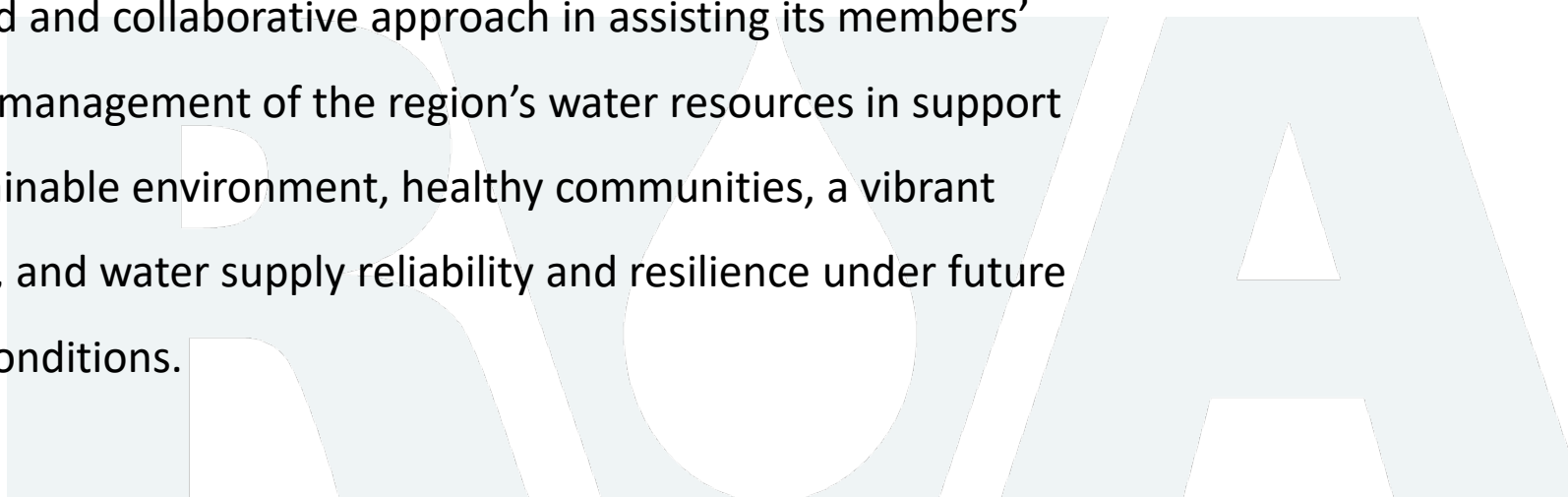
Mission

To serve, and represent ~~and align~~ the interests of regional water providers and stakeholders for the purpose of improving water supply reliability, availability, quality and affordability



Vision

The Regional Water Authority is recognized as a leader for its integrated and collaborative approach in assisting its members' effective management of the region's water resources in support of a sustainable environment, healthy communities, a vibrant economy, and water supply reliability and resilience under future climate conditions.



Strategic Plan 2025+

VALUES

The Five "I" s

INTEGRITY We are respectful and transparent in internal and external interactions.

Our actions are consistent with our stated intentions.

INNOVATIVE We are visionary and strategic in our approach to anticipating and meeting challenges.

We address changing circumstances proactively, cost-effectively, and with technical sophistication.

INFORMED We are a trusted and reliable source of information.

We stay current and maintain an understanding of relevant issues, evaluating and communicating how they may affect members and the region.

INCLUSIVE We encourage open participation and equitable treatment amongst and by our members and other stakeholders.

We leverage our members' collective strength to best serve the region.

IMPACTFUL We accomplish meaningful outcomes for the benefit of our members, the region, and future generations.

We communicate collective positions in a manner that both strengthens, and is strengthened by, the voices of our members.



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Questions

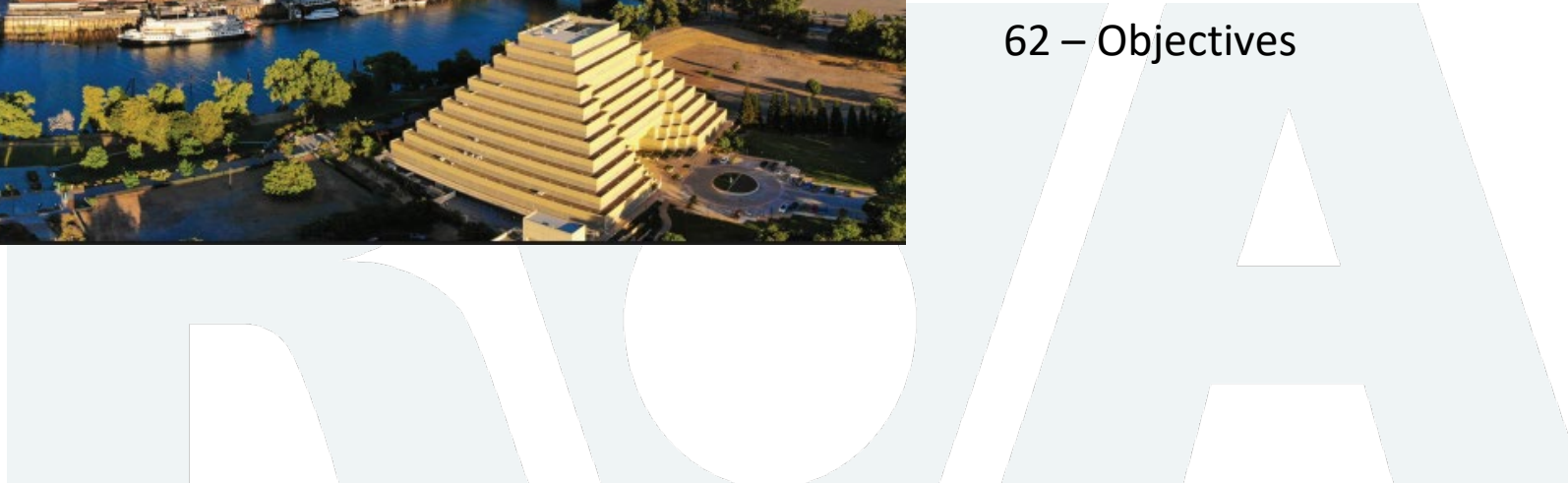
- Should the Executive Committee have oversight of the plan, or should an ad hoc committee be appointed?
- What resources should be allocated to the plan?
- Does the committee have guidance on the acquisition of resources to assist in the development of the plan?
- Should additional panels be formed, and if so, what should be the theme of those panels?
- What are the committee's thoughts on preparatory work?



Strategic Plan Background



- 1 – Mission Statement
(set in Policy 100.1
[JPA])
- 1 – Vision Statement
- 5 – Values
- 4 – Goals
- 62 – Objectives



Strategic Plan – Interested Parties

Who are the interested parties and what are their roles and responsibilities?

RWA Staff – Develops Strategic Plan consistent with RWA Board vision

RWA's Consultant – Aids in facilitating meetings and draft/final plan preparation

RWA Executive Committee – Engages directly with RWA staff and provides frequent guidance and input during regularly scheduled EC meetings or on an ad hoc basis.

RWA Board of Directors – Provides RWA staff input during Phases of development and ultimately considers adopting plan. Input provided during regular Board meetings.

RWA Associate Members – Consulted early in the project and provides input on the draft plan.

