



LESJWA Board of Directors

Strategic Plan Workshop

August 15, 2024



Agenda

- 1. Opening and Reflection**
- 2. Review Vision and Mission Drafts**
- 3. Discuss/Select Values**
- 4. Goals Kick-Off Discussion**
- 5. Next Steps**

Board Interviews Summary

Key Elements

How?

How do we achieve the mission?



Workplans

Goals

Values

Vision

Mission



What?

What do we do?



Why?

Why do we do what we do?
Why is the purpose important?

Board Discussion: Current State

What is the primary purpose(s) of LESJWA and what problems does it solve?

- Health of the BOTH Lakes.
- Grant administration
- Maintain TMDL, meet standards and get updates.
- Alum Treatments
- Public Perception/Recreation
- Public Health
- Maximum Daily Loads
- Technical Expertise
- Funding Source

Board Discussion: Future State

How do you envision the role of LESJWA **evolving or expanding** to better serve the needs of the community and protect the watershed?

Is LESJWA bigger than the two lakes? How do you envision engaging with the **upper watershed stakeholders**?

- Right now, we need to focus on improving the existing framework.
- Health of the two lakes should be priority until that is fixed.
- Maintain TMDL, meet standards and get updates.
- Secure more funding. Need leader on pursuing funding.
- Build on goals in 2014 Business Plan.
- Show value proposition to upper watershed.

Board Discussion: Future State

Are there any **fiscal challenges** to meeting the goals of LESJWA?
If so, what could be considered to make LESJWA fiscally stable,
both in the near- and long-term?

- Board is/should prioritize long-term, sustainable funding.
- No leader on funding pursuits.
 - Full-time role needed.
- Clarify SAWPA's role.
- Everyone is selfless and works well together.
- No big issues.

Board Discussion: Vision

Where do you see the LESJWA 20 years from now?

What initiatives/projects should LESJWA prioritize to achieve its vision?

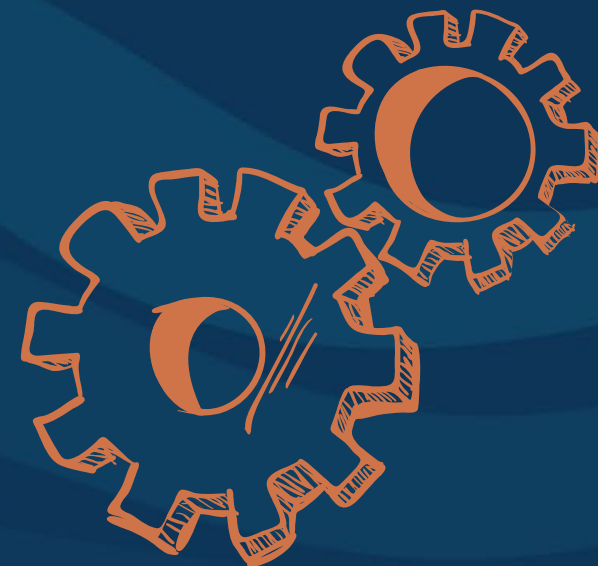
How do you see LESJWA's role in the region, state and industry?

- Improve water quality and recreation benefits, while enhancing biological benefits.
- Ensure safe drinking water and public health.
- Leader in sustainability.
- Strong state and federal partners.
- Fiscally responsible with sustainable funding and a long-term plan.
- Meet all TMDL and additional regulations.
- All clear days at Lake Elsinore.
- Closer working relationships with SAWPA and TMDL

Board Discussion: Values

- Fiscal Responsibility
- Clean Lakes
- Environmental Enhancement
- Biological Preservation
- Transparent
- Trustworthy
- Equity
- Focused on Lakes
- Reliable
- Collaborative
- Partner

Elements Review





Vision

Inspire and guide its employees, stakeholders, and actions toward a shared, ambitious, and long-term aspiration that reflects its core values and purpose.



Vision

Option 1

A future where our lakes and watershed support healthy water and recreational enjoyment, driving economic vitality and community well-being.

Option 2

Leading with innovation to enhance the San Jacinto River Watershed – including Canyon Lake and Lake Elsinore – into destination sites for living and recreation.

Option 3

To be a beacon of community and ecological success, where the San Jacinto River Watershed, including Canyon Lake and Lake Elsinore, support water quality, environmental health, and recreational enjoyment.



Vision

Group 1

To be a beacon of community and ecological success, where the San Jacinto River Watershed supports water quality, environmental health, and recreational enjoyment.

Group 2

A future where our lakes enhance the SJW to support healthy water and recreational enjoyment, driving economic vitality and community and ecological success.

Group 3

Leading with innovation to enhance our lakes into destination sites for living and recreation, driving economic vitality and community well-being.



Mission

Succinctly define its fundamental purpose and serve as a guiding statement about why the organization exists and the value it aims to bring to its customers, employees, and the broader community.



Mission

Option 1

To enhance the health and usability of Canyon Lake and Lake Elsinore by addressing water quality and fostering the San Jacinto River Watershed resilience through strategic partnerships and community engagement.

Option 2

To ensure sustainable and resilient water quality and habitat management in the San Jacinto River Watershed through collaborative community action, innovation, and responsible stewardship.

Option 3

To promote the ecological integrity and recreational potential of our watershed by implementing effective water management practices and community-focused environmental stewardship.



Mission

Group 1

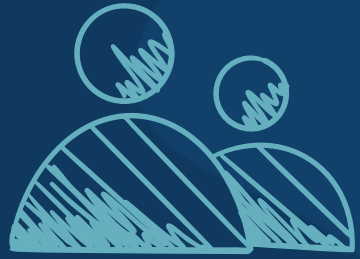
To enhance and ensure sustainable health and usability of Canyon Lake and Lake Elsinore by addressing water quality and fostering resilience through strategic partnerships and community engagement.

Group 2

To ensure sustainable and resilient water quality to enhance the health and usability of Canyon Lake and Lake Elsinore, fostering strategic partnerships through collaborative community engagement and responsible stewardship.

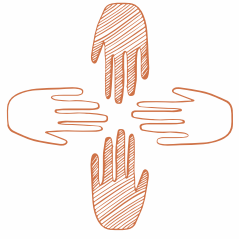
Group 3

To ensure the sustainable health of Canyon Lake and Lake Elsinore through strategic partnerships that enhance water quality, recreational opportunities, and economic viability of our region.



Values

Articulate the core principles and beliefs that guide the organization's decisions and actions, fostering a shared culture and ethical framework among its stakeholders.



Values (Select 3-6)

Collaboration and Communication

- **Collaboration:** Working together across agencies, regulators, organizations, and communities to achieve common goals.
- **Collaboration and Communication:** Working together across agencies, regulators, organizations, and communities, ensuring open and honest communication to achieve common goals.
- **Collaboration, Communication, and Transparency:** Working together across agencies, regulators, organizations, and communities, ensuring open and honest communication and transparency to achieve common goals.

Transparency

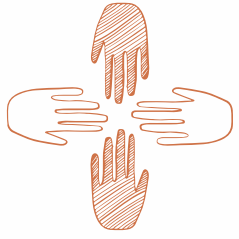
- **Transparency:** Ensuring open and honest communication across member agencies and communities.

Community Engagement

- **Community Engagement:** Actively involving community members in watershed planning and decision-making.

Equity

- **Equity:** Ensuring fair access and benefits for our partners and communities.



Values (Select 3-6)

Sustainability and Resiliency

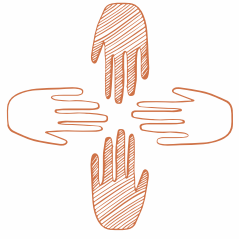
- **Sustainability:** Committing to long-term environmental health and economic prosperity for all partners.
- **Sustainability and Resiliency:** Committing to long-term environmental health and economic prosperity, building the capacity of our lakes and watersheds to thrive under changing conditions.

Water Quality and Benefits

- **Water Quality:** Prioritizing actions and decisions that maintain and improve the water quality of our lakes and watersheds.
- **Water Quality and Optimal Benefits:** Prioritizing actions and decisions that maintain and improve water quality, while consistently seeking the most advantageous outcomes when funding, supporting, and achieving our goals.

Innovation and Science-Based Decision Making

- **Innovation:** Leveraging cutting-edge solutions and scientific research to improve watershed management.
- **Innovation and Science-Based Decision Making:** Leveraging cutting-edge solutions and scientific research to improve watershed management.
- **Science-Based Decision Making:** Using scientific research and data-driven approaches to guide our decisions.



Values (Select 3-6)

- **Public Health:** We strive to provide safe, clean, and reliable water while actively engaging in initiatives that enhance the overall health and quality of life for all stakeholders
- **Financial Prudence:** Committing to responsible and strategic fiscal management to maximize the impact of every dollar in preserving our watersheds.
- **Accountability:** Being accountable to our communities and each other for outcomes that affect our watersheds.
- **Integrity:** Upholding the highest standards of ethical conduct and fiscal responsibility.

Values

- **Water Quality**
 - Prioritizing actions and decisions that maintain public health and improve water quality.
- **Collaboration and Communication**
 - Working together across agencies, regulators, organizations, and communities, ensuring open and honest communication to achieve common goals.
- **Sustainability and Resiliency**
 - Committing to long-term, environmental health and economic prosperity, building the capacity of our lakes and watersheds to thrive under changing conditions.
- **Financial Prudence**
 - Consistently seeking the most advantageous outcomes when funding, supporting, and achieving our goals.
- **Science-Based Decision Making**
 - Using scientific research and data-driven approaches to guide our decisions.

Goals

Provide clear targets to help the organization focus its efforts, drive performance, and ultimately achieve its overarching vision.



Goals vs. Objectives



Goal

Objective

Objective

Objective

GOALS

A goal is a broad, long-term outcome that an organization or individual aims to achieve, often expressing a desired end state.

OBJECTIVES

Specific, measurable, and time-bound milestone or step taken to reach that overarching goal, providing clear direction and a means of tracking progress.

Goals Examples

Google: Expand the reach and capabilities of artificial intelligence and machine learning technologies to enhance user experiences and make information more accessible.

Amazon: Grow market share and expand into new industries while maintaining a strong commitment to customer satisfaction and convenience.

Walmart: Focus on sustainability initiatives by reducing greenhouse gas emissions, enhancing supply chain efficiency, and promoting responsible sourcing.

McDonald's: Enhance the customer experience by offering healthier menu options, improving food quality, and adopting sustainable and environmentally friendly practices.

Ford: Transition to electric and autonomous vehicles, aiming to become a leader in the future of mobility while reducing the environmental impact of transportation.

Objectives Examples

Google: Increase market share in the cloud computing industry by expanding its Google Cloud Platform (GCP) offerings and acquiring strategic cloud-related businesses.

Tesla: Achieve profitability by increasing production efficiency, reducing manufacturing costs, and meeting delivery targets for electric vehicles.

Procter & Gamble: Improve sustainability by reducing water usage, waste generation, and greenhouse gas emissions in its manufacturing processes.

McDonald's: Increase customer satisfaction scores by enhancing the quality of its food, speed of service, and overall dining experience.

Business Plan Goals

- To support planning, design and implementation of projects to improve water quality at Lake Elsinore, Canyon Lake, and the San Jacinto River Watershed
- To work with stakeholders to secure reliable funding to operate and maintain water quality improvement projects at both Lake Elsinore, Canyon Lake, and the San Jacinto River Watershed
- To serve as administrator of the Lake Elsinore/Canyon Lake TMDL Task Force and a water quality improvement program for the San Jacinto River Watershed
- To seek ongoing reliable revenue to operate the LESJWA JPA in fulfillment of its mission

Business Plan Goals

- To support planning, design and implementation of projects to improve water quality at Lake Elsinore, Canyon Lake, and the San Jacinto River Watershed
- To work with stakeholders to secure reliable funding to operate and maintain water quality improvement projects at both Lake Elsinore, Canyon Lake, and the San Jacinto River Watershed
- To serve as administrator of the Lake Elsinore/Canyon Lake TMDL Task Force and a water quality improvement program for the San Jacinto River Watershed
- To seek new and reliable revenue sources to operate the LESJWA JPA in fulfillment of its mission

DRAFT GOAL BUCKETS

1

Improve Water Quality

2

Secure and Manage Funding

3

Water Resource Planning
Excellence and Regulatory
Compliance

4

Public Education and
Outreach

5

Climate Adaptation and
Resilience

Goals Discussions

- What specific outcomes do we want to achieve under this category?
- What are the key actions needed to achieve these outcomes?
- What are the potential challenges or barriers?
- What resources are required (budget, personnel, technology, etc.)?
- How will we measure success for this bucket?

Reflecting on Goals

Do these goals support the mission?

Do these goals support the vision?

Do these goals support the values?



Next Steps



WASC