



Strategic Plan

Key Result Areas Objectives

Water Supply Diversification | Key Result Area 1

Conservation – Strategy 1

By September 1, 2010*, all municipal water agencies within the Water Authority service area will approve, implement, and enforce substantially uniform outdoor water conservation standards within their statutory authority.

By January 1, 2015, the average regional residential per capita consumption will be reduced by 10% from the current 10 year average.

By January 1, 2015, 75% of the region's residents can identify water conservation as one of their most important civic obligations.

Desalination – Strategy 2

By January 1, 2020, the Water Authority will have facilitated and/or developed local seawater and brackish groundwater desalination facilities that represent 10% of the region's total water supply requirements.

Non Potable Reuse – Strategy 3

By January 1, 2025, the member agencies, with the assistance of the Water Authority, will supply at least 6% of the region's total water supply through non potable reuse.

Water Transfers – Strategy 4

By January 1, 2011*, obtain 30,000 acre feet per year of short-term water transfers and groundwater banking to meet dry year supply needs.

Leadership | Key Result Area 2

Political Influence – Strategy 1

By June 30, 2011*, adopt and implement a biennial water policy agenda directed toward MWD, the state, seven basin states, and various federal agencies.

By January 1, 2012*, and every two years after, the Water Authority Board and staff will conduct a series of informational workshops for agency boards and other interested local officials to provide a comprehensive overview of Water Authority issues and the region's water supply.

By January 1, 2012, at least 75% of the region's local government policy makers understand the importance of connecting development with good water policy, support the Water Authority's long-term direction, and endorse water conservation.

Regional Growth and Development – Strategy 2

By September 1, 2012*, the Water Authority will approve a regional landscape model ordinance for local land-use agencies to apply to new residential and commercial construction projects and major improvements to existing developments.

By September 1, 2010*, encourage local land-use agencies to enforce the model outdoor water program.

By January 1, 2015, encourage local land-use agencies to adopt development standards and programs that reduce the average per capita water consumption for that jurisdiction.

Public Awareness – Strategy 3

By January 1, 2012, periodic public surveys show continuing increases in public support for Water Authority programs.

By January 1, 2012, a majority of residents will know, understand, and believe that indirect potable reuse is already part of the existing water supply, and is a safe and acceptable part of the region's water supply.

By January 1, 2015, create broad public support for and awareness of issues surrounding water, water resources, and water infrastructure.

Workforce Planning – Strategy 4

By June 30, 2011*, the Water Authority will revisit the workforce management issues identified in the Water Authority Business Plan.

Facilities Planning – Strategy 1

By January 1, 2012, update the Water Facilities Master Plan in conjunction with the 2015 Urban Water Management Plan.

Capital Financing – Strategy 2

By December 30, 2013*, prepare a Long-Range Financing Plan to determine the best fit and structure of an upcoming dept issue. Take into account such issues as reserves, bond ratings, coverage ratios, insurance, and political climate, to position the Water Authority to achieve the minimum net cost of funds when debt financing capital improvements.

By June 30, 2014*, conduct outreach programs to investors and credit rating agencies to assure them of our financial stability and ability to pay our obligations.

Facilities Operations & Maintenance – Strategy 3

By January 1, 2009, adopt an integrated asset management plan that will be used to support all budget proposals related to water assets for the next two-year budget.

By January 1, 2010, the Water Authority Board will adopt a policy regarding funding of asset replacement.

* Target date was updated to correspond with the 2015 Business Plan.