

North Bay Watershed Association Strategic Planning

Strategic Direction/Key Goal/Focus Area Strategy Template

Key Goal/Focus Area/Strategic Direction: *2-4 words beginning with a verb that sums up strategic direction. Start with the phrase the group came up with. You can revise if needed after you complete a draft*

#2 Develop Regional Projects

Main Intent: *1-2 sentences explaining main intent; don't get caught up in wordsmithing*

The North Bay Watershed Association assists the region in identifying the most significant regional projects to address the issues and priorities identified in our Strategic Direction #1

Measures of Success *(tip: Stretch but be realistic; be specific; needs to be measurable)*

1 year: By 2020, the Technical Committee has developed an initial package of potential multi-benefit, regional project concepts aimed water supply, water quality and watershed health recognizing future climate challenges

3 years: The NBWA and partners have found funding for (See Strategic Direction #3) and are working on 1-2 regional projects

Key Components/Actions *to work towards achieving success. Focus on the next 6-12 months. Use verbs. If you know who or timeframe include that information.*

- 1) By February 2019, the NBWA agency staff working on the Technical Committee and partners will meet to start to define the most strategic needs of the member organizations and begin defining the initial set of potential regional efforts to address these needs.
- 2) The agency staff of the NBWA will actively work with their respective Board members to keep them apprised of the discussions going on concerning the NBWA Strategic Directions and the Board will actively share information and look for joint directions with other NBWA Board members. These interactions will be agenzized for the Technical Committee and the Board.

Possible Barriers and Actions to Deal with them

Lack of priority by staff and Board regarding need to focus on longer term efforts

– *Technical Committee meetings on a regular basis, stronger communication between the Board delegates and agency staff regarding priorities and issues.*

North Bay Watershed Association Strategic Planning

Limited interest in considering work and efforts not directed at immediately funding opportunities

– Clear direction from the Board that mid-term and long-term regional efforts are critical to the successful management of the north bay resources and that the NBWA presents a key opportunity to provide a place for this planning.

Links and Connections (i.e., other Stakeholders, Sites, Programs, organizations etc. that might need to be included in plan or might be involved in Implementation)

Non-agency partners; resource agencies in the region and state; Re-Oaking efforts integrated into this effort and Highway 37 planning on the radar for the region.