

2011 - 2015



Core Values:
Respect
Teamwork
Integrity
Accountability

Strategic Plan



The El Dorado County Water Agency 2011-2015 Strategic Plan

Contents

Organizational Development..... 2

Financial Management..... 3

Communications 4

Policy/Legislative Advocacy 5

Water Resource Management..... 6

Customer Service 8

Alternative/Renewable Energy Development and Energy Efficiency 8



***“Ensure that El Dorado County
has adequate water for today and in the future.”***

EDCWA
 4110 Business Drive, Suite B
 Shingle Springs, California 95682
 530/621-5392
www.edcgov.us/water

Vision Statement:

Within the next five years, El Dorado County Water Agency will be known as the trusted, county-wide leader on water-resource issues, representing the long-term interest of our community, purveyors and residents through a dedicated team of professionals, responsive and accountable to the public we serve.

Organizational Development

Goal:

Build an organization that is efficient, cost-effective, transparent and adaptive to change

Objectives:

- ✓ Define business functions and determine how they will be supported
- ✓ Develop organizational chart and job descriptions that support the Strategic Plan
- ✓ Develop and implement effective policies and procedures
- ✓ Build a cohesive team through respect, trust and open communication
- ✓ Maximize use of internal talent
- ✓ Promote transparent business practices

Goal:

Realize the potential of the agency's greatest asset: its employees

Objectives:

- ✓ Clearly define each employee's role and responsibilities
- ✓ Develop skills and expertise for benefit of agency
- ✓ Define current benefits and compensation
- ✓ Maintain level of compensation and benefits that retains a skilled and productive workforce

Financial Management

Goal:

Use financial resources in a fiscally responsible manner to achieve agency's mission

Objectives:

- ✓ Establish 10-year budget plan to achieve goals and objectives of Strategic Plan
- ✓ Track and report expenditures and progress
- ✓ Obtain the best value for goods and services

Goal:

Protect existing funds and sources of funding

Objectives:

- ✓ Review and implement effective reserve policy
- ✓ Promote financial stability through legislation/policy advocacy

Goal:

Identify and pursue new funding sources

Objectives:

- ✓ Build capacity to pursue grants
- ✓ Explore fee-based services
- ✓ Pursue other sources of public and private support

Communications

Goal:

Create distinct identity
with the public, the water industry and government

Objectives:

- ✓ Identify key audiences
- ✓ Develop message on key water issues
- ✓ Establish and implement communication plan

Goal:

Engage in community outreach and education

Objectives:

- ✓ Present to community organizations
- ✓ Educate public on current events and key issues
- ✓ Utilize agency website as communication tool
- ✓ Develop education program for schools
- ✓ Promote local career development in our industry

Policy/Legislative Advocacy

Goal:

Effectively advocate for the interest of our county

Objectives:

- ✓ Develop channels of communication within the community
- ✓ Work to understand local needs and concerns
- ✓ Represent local interests in policy debate
- ✓ Coordinate with local purveyors
- ✓ Inform the public of potential local impacts of state and federal policy developments

Goal:

Influence local, state and federal water policy
for the benefit of El Dorado County

Objectives:

- ✓ Take positions on proposed legislation and regulations
- ✓ Sponsor legislation
- ✓ Leverage policy efforts of local and regional associations
- ✓ Build relationships with key decision makers at state and federal levels
- ✓ Promote interest of upstream communities in statewide policy debate
- ✓ Work with local, state and federal representatives to address El Dorado County issues

Water Resource Management

Goal:

Protect existing water rights

Objectives:

- ✓ Promote water conservation, use efficiency and other practices that fulfill legal obligations for continued use
- ✓ Promote existing legal system of priority of rights and area of origin protections
- ✓ Support purveyor efforts to perfect and defend existing water rights
- ✓ Influence state and federal policies affecting water rights

Goal:

Pursue water supplies necessary
to serve future needs of El Dorado County

Objectives:

- ✓ Acquire water rights and develop storage for urban and agricultural land uses projected in General Plan
- ✓ Promote full potential of local hydro power development including storage
- ✓ Develop water supplies and storage necessary to prepare for drought
- ✓ Promote feasible recycled water development

Goal:

Enhance reliability of existing and future water supplies

Objectives:

- ✓ Advance county-wide drought planning effort
- ✓ Promote conservation and efficiency to maximize beneficial use
- ✓ Assist residents and purveyors with groundwater supply reliability
- ✓ Provide county-wide and regional perspective to identify mutual interests and pursue potential partnerships
- ✓ Pursue funding opportunities to achieve greater reliability
- ✓ Assist local land use authorities in development and implementation of water-related ordinances
- ✓ Assist local authorities in emergency preparedness

Goal:

Preserve El Dorado County's outstanding water quality

Objectives:

- ✓ Support continued existence of working agricultural lands for benefit of water supply and quality
- ✓ Promote responsible management of public lands for water supply and quality
- ✓ Work with community groups, Resource Conservation Districts (RCD's) and other agencies to achieve watershed improvements for benefit of water supply and quality
- ✓ Support ongoing efforts of local purveyors to preserve water quality

Customer Service

Goal:

Provide excellent service to all our customers

Objectives:

- ✓ Understand the needs of our residents, purveyors, agriculturalists and business community
- ✓ Exemplify professionalism, responsiveness and accountability as individuals and as an agency
- ✓ Respond to the needs of our customers

Alternative/Renewable Energy Development and Energy Efficiency

Goal:

Lead development of hydropower generation
in El Dorado County

Objectives:

- ✓ Champion hydro power as critical component of California energy solutions
- ✓ Work for favorable economic and regulatory environment
- ✓ Partner with local purveyors and other agencies to achieve multiple benefits from hydro development
- ✓ Advocate for hydro development through regional and statewide associations
- ✓ Create new streams of revenue to fund purveyor operations

Goal:

Support energy efficiency and renewable energy projects
that benefit the core
water business of our purveyors

Objectives:

- ✓ Identify funding opportunities
- ✓ Monitor regulatory developments
- ✓ Partner in pursuit of cost-effective programs

The El Dorado County Water Agency 2011 Board of Directors

James R. Jones, Chairman
South Tahoe Public Utility District

Ron Briggs
El Dorado County Board of Supervisors

John Fraser
El Dorado Irrigation District

Ray Nutting
El Dorado County Board of Supervisors

James R. “Jack” Sweeney
El Dorado County Board of Supervisors

Prepared by the El Dorado County Water Agency Strategic Plan Team:

Dave Eggerton, General Manager

Tracey Eden-Bishop, P.E.

April Naatz

Tami Scowcroft

Julianne van Leeuwen

Graphic Design: Julianne van Leeuwen

Cover Photo Credits: Ice House Reservoir
Kosta Vouyioukas

Vineyard
Jessica Honeycutt

Apple Hill
Jill Naumann