

# STRATEGIC PLAN OVERVIEW 2016



## VISION

We envision a future where all our water needs are met and where all in our region are water stewards who:

- COMPREHEND the value of water;
- CONSERVE water and use it wisely; and
- CAPTURE, percolate, and reuse rainwater, stormwater, and greywater.

## MISSION

The Chino Basin Water Conservation District is sustaining a regional water supply through public stewardship by engaging in the following strategies:



**DEMONSTRATE** the multiple benefits of water efficient landscapes to conserve water, capture stormwater, and use recycled and grey water.



**EDUCATE** to inspire the broad adoption of a water conservation ethic and **ACTIVATE** public stewardship and a water-efficiency workforce.



**PERCOLATE** stormwater and promote distributed onsite capture to replenish local groundwater supplies, ensuring our region's needs are efficiently met.

## STRATEGIC PLAN GOALS

### 1: INCREASE REACH

- Promote Water Conservation Campus
- Enhance public relations and communications

### 2: EXTEND PROGRAMS

- Develop new and continued strategic partnerships with other agencies and non-traditional partners

### 3: MAXIMIZE UTILITY OF THE BASINS

- Maximize percolation efficiency
- Educate public about purpose

### 4: SCALE THE ORGANIZATION

- Scale operations, finance, and staff capacity for greater impact