



MEMORANDUM

To: MCWD Board of Managers
From: Renae Clark
Date: January 22, 2019
Re: Responsive Program Development

Purpose:

To review and receive Board feedback on the draft goals, scope, and process for developing the District's Responsive Program.

Background:

The District's 2017 Watershed Management Plan (Plan) establishes the Balanced Urban Ecology Policy as the underlying organizational strategy to accomplish its mission. The Balanced Urban Ecology policy emphasizes working with public and private partners to integrate land use and water planning to leverage the public value created when built and natural systems are in harmony.

The two overarching organizational priorities with which the District will achieve its mission established through the Plan are:

1. Developing high-impact capital improvement projects, through partnerships, that are well integrated with land use plans
2. Improving the integration of land-use and water resources planning and policies to produce value-added partnerships with public and private development and public infrastructure investments

The District's implementation model to support this approach is described in the Plan as a four-step process of understanding resource needs → understanding land use plans → integrating and prioritize → implementation.

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The Plan articulates a two-pronged approach to this implementation model:

1. **Focusing** in areas of high need and opportunity to achieve significant, measurable resource improvement
2. **Remaining responsive** and flexible to the needs and opportunities District-wide through coordination with partners

Within focal subwatersheds, this implementation model is well established. As the District begins implementing its new Plan, staff are working to further develop the Responsive Program to operationalize the watershed-wide, responsive side of its approach. The implementation strategy to support the responsive approach includes:

- Identifying opportunities through early coordination with land use
- Evaluating opportunities against resource needs and priorities
- Responding with a range of District services

As outlined at the July 26, 2018 Planning and Policy Committee (PPC) meeting, development of the Responsive Program is one of several elements of the District's Strategic Action Plan which will be advanced in coordination with the Citizen Advisory Committee (CAC), PPC, and external committees in 2019.

Staff has prepared draft goals, scope and process for developing the Responsive Program, which are summarized below.

Summary:

Purpose and Goals:

The general purpose of the Responsive Program is to continually monitor planned land use change District-wide, evaluate opportunities, and respond by initiating or supporting projects that align with District goals and priorities.

Goals for the program are as follows:

1. Address resource needs District-wide through early coordination of land use planning
2. Provide responsive and value-add service to communities
3. Efficiently administer and deploy MCWD programmatic and financial resources
4. Implement a systems-based approach to water resources management

Scope:

The scope of work will include development of program elements within the following three phases:

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1. **Opportunity identification:** Developing a systematic way for MCWD to work across programs internally and with our partners externally to identify an opportunity. This includes opportunities that come to MCWD through the Permitting Program or are partner initiated. It also includes opportunities identified through implementation of city Coordination Plans.
 - a. **Internal workflow** – Establish a process for internal coordination of programs to systematically scan for opportunities that come to us through the Permitting Program, resident groups, and early coordination with cities or private developers. This also includes evaluating and sharing an understanding of resource needs between the Research and Monitoring Department and programs.
 - b. **Coordination Plan implementation** – Establish systematic coordination and tracking of activities identified in city Coordination Plans including the coordination of CIP’s, development review, and city identified priority initiatives.
 - c. **Marketing strategy** – Create a marketing strategy through the Strategic Communications Plan that creates awareness among the development/land use community of MCWD as a value-added partner, and the benefits of early coordination.

2. **Opportunity evaluation:** Creating a systematic way to apply criteria to evaluate and prioritize if MCWD should provide resources to advance an initiative.
 - a. **Criteria** – Establish a screening process that applies a suite of criteria identified within the Plan, including resource needs, resource benefits, public value, and cost effectiveness
 - b. **Project priority list** – Establish a process for tracking, advancing, and managing project opportunities
 - c. **Decision framework** – Determine systematic staff and Board process for decision making and reporting

3. **Opportunity response:** Determining the deployment of District staff and/or financial resources.
 - a. **Criteria** – Establish a process that applies additional criteria as put forth in the Plan to determine the District role including:
 - i. Alignment with District priorities
 - ii. Staff and financial capacity
 - iii. Jurisdictional complexity
 - iv. Project benefits from District role
 - b. **Administrative procedures** – Establish decision-making and reporting process for CAC, Board of Managers, and external requirements (MOU’s, agreements) for deployment of MCWD resources including program and financial response
 - c. **Capacity planning** – Develop an on-going evaluation process for predicting and planning staffing and financial capacity needs

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Process:

Staff intends to utilize the following process for developing and vetting the different program elements. The process is similar to the process that is being used for development of Permitting Program improvements which is currently underway. The timeline is preliminary, and staff will continue to refine and coordinate schedules for advancing the various strategic action plan initiatives through the CAC, PPC, and OPC.

1. March-May: Staff will conduct a series of discussions with the CAC to refine staff's initial concepts in the following areas:
 - a. Purpose and goals
 - b. Opportunity identification
 - c. Evaluation and prioritization
 - d. Framework for resource/service disbursement
2. June-July: The draft program framework will then be brought to the PPC for vetting and policy direction before introducing to external stakeholders.
3. August-October: The draft program framework will be vetted by the external policy and technical advisory committees.
4. November-December: Board approval and formal rollout of the program.

Next Steps:

Pending Board input, staff is planning to begin discussions with the CAC in March.

If there are questions in advance of the meeting, please contact: Renae Clark at (952) 641-4510 or rclark@minnehahacreek.org.

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