

Water Blueprint



for the San Joaquin Valley

2022-2025 Strategic Plan

Mission Statement

Unifying the San Joaquin Valley's voice to advance an accessible, reliable solution for a balanced water future for all.

Vision Statement

The Water Blueprint serves as the united voice to champion water resource policies and projects to maximize accessible, affordable, and reliable supplies for sustainable and productive farms and ranches, healthy communities, and thriving ecosystems in the San Joaquin Valley.

Tagline

Growing the Valley's Water Future

2022 – 2025 Strategic Priorities

Advocacy

- Develop a common message to make unified, prioritized requests of legislators and policymakers.
 - Leverage existing collective lobby assets to advance the message.
 - Evaluate the value of engaging a lobbyist to specifically represent the interests of the WBSJV
- Develop and execute a targeted Outreach Program
 - Create a prioritized list of key legislators, regulators, and other vital stakeholders to be the focus of the program.
- Continue building the coalition membership.
 - Include a strategy that focuses outreach to cities, counties, and communities of priority.
- Develop a strategy to hold agencies accountable.
 - Focus on being proactive and using adherence to the law as the cornerstone of the strategy.

Groundwater Quality and Disadvantaged Communities

- Support and engage emergency response in an expedited manner with resources to support disadvantaged communities.
- Support policies that will encourage recharge to provide a safe, reliable, and affordable water supply to disadvantaged communities and domestic well owners.
- Engage disadvantaged community leaders to advocate for the region with regulators, legislators, and in the public through grassroots efforts.

Land Use Changes Environmental Plan

- Work with others to facilitate and streamline land repurposing programs that are strategic and balanced.
 - Within these efforts, promote multi-benefit projects that help with recharge and habitat.
- Develop and coordinate an environmental plan in conjunction with environmental organizations, disadvantaged communities, government, and landowners.

Outreach and Communications

- Provide a place for San Joaquin Valley communities (water supply, agriculture, business, drinking water) to grapple with issues and develop ideas and strategies to adapt in a way where positions can be modified but not compromise values.
- Expand external outreach (newsletters, project updates, program updates) to the public about what the WBSJV is seeking to accomplish.
- Develop consistent messaging that conveys the statewide connection to the San Joaquin Valley.
 - Create collateral that highlights the areas of agreement across the Blueprint.

SGMA Implementation

- Support implementation efforts that acknowledge SGMA was intended as a locally driven and controlled effort.
- Facilitate the development of regional conveyance facilities.
- Facilitate increased coordination opportunities across subbasins.
 - Through that process, encourage the formation of a GSA trade association.

Water Supply Goal

- Develop and work with others to implement a comprehensive plan to maximize water supplies.
 - Ensure the plan would inherently create a balanced result.

Governance, Operations and Finance

- Develop a system of consistent, on-going communication to the large group with an emphasis on transparency.
- Develop operational standard operating procedures (SOPs).
- Evaluate the options for engaging a dedicated staff member, either through direct hire or via contract.
- Create a strategy to engage representatives from the environmental community to the coalition and potentially, the Board of Directors.
- Develop an annual budget designed to support the goals of the strategic plan.
- Create Board Working Groups, comprised of Board and non-Board large group members, to execute the strategic plan.
- Review existing contracts and update, as needed.
- Review Blueprint governing documents and update, as needed.
- Develop an efficient and well-communicated meeting process between the Board of Directors, large group, and caucuses.