Ventura River Watershed Council
Goals/Objectives Subcommittee Meeting Summary

Wednesday, November 7, 2012

22 people were in attendance.

1. Introductions

2. Plan goals

The group made several edits to the final recommended goal language. Suggested additions are underlined and suggested deletions are marked with a strikethrough (~~striked out~~). These revised recommended goals will be considered for final approval by the Watershed Council at the December 13, 2012 Council meeting.

1. **Sufficient local water supplies:** Sufficient local water supplies ~~(surface water, groundwater and harvested rain)~~ to allow continued independence from imported water and reliably support ecosystem and human~~, agricultural and human~~ (including urban and agricultural) needs in the watershed now and in the future, through wise water management.

2. **Clean water:** Water of sufficient quality to meet regulatory requirements and safeguard public and ecosystem health.

3. **Integrated flood management:** An integrated approach to flood management that improves flood protection, restores natural river processes, enhances floodplain ecosystems, increases water infiltration and storage, and balances sediment input and transport.

4. **Healthy ecosystems:** Healthy aquatic and terrestrial ecosystem structures, functions and processes that support a diversity of native habitats.

5. **Access to nature:** Ample and appropriate opportunities for the public to enjoy the watershed's natural areas and open spaces associated with the watershed's aquatic habitats, to provide educational opportunities, and to gain appreciation of the need to protect the watershed and its ecosystems.

6. **~~Smart~~ Land and resource management:** Land and resources managed in a manner that supports social and economic goals and is compatible with healthy ecosystem goals.

7. **~~Preparedness:~~** ~~Watershed management that looks ahead, thinks creatively, prepares for contingencies and is able to respond quickly to new information, change and crisis.~~ [This idea is still supported, but will be addressed under goals 1, 3, 6 and 7.]

~~8~~7. **Coordinated watershed planning:** A Watershed Council that fairly represents stakeholders; collaborates on developing an integrated watershed management plan to guide watershed priorities; facilitates communication between public, private and nonprofit stakeholders; educates and engages stakeholders; provides a forum for collecting, sharing and analyzing information about, and creatively and proactively responding to, watershed issues; and maximizes grant funding opportunities.

3. Plan objectives

Methodology: The group first discussed our overall approach to or methodology for the development of objectives associated with our goals. The group agreed that it was not a good use of time or resources at this juncture to develop detailed measurable targets for all of our plan's objectives. This is our first plan, our staffing and funding is

limited, we have limited baseline data, the variability of our water supply and climate makes assigning effects to specific causes next to impossible in many cases, and our primary interest is in getting down to priority management strategies (projects & programs). Thus the following approach was agreed upon:

- Our objectives will be worded such that they are potentially measurable, but we are not committing at this time to measuring all of them.

- The draft "Development Methodology" document distributed by Lorraine (and attached below) will be used to guide objective language development.

- We will compile in our plan data from existing monitoring/measuring programs/efforts that can be used to illustrate our efforts and progress toward our objectives.

- When we get to the level of recommending specific priority management strategies (projects/programs), we will outline specific measurable benefits and targets.

Objective Language: The group then started to review the specific draft objective language as recommended by the Technical Advisory Committees (TACs) and the revised draft objective language as crafted by Lorraine Walter, watershed coordinator. However, because the group was rather large, and hadn't had the benefit of reviewing Lorraine's recommendations in advance, it became clear that this step needed to take place in smaller TAC meetings and with the benefit of Lorraine's draft language and rationale in advance. These TAC meetings will be scheduled in the next few weeks, and more polished draft objectives will be presented for discussion at the December 13 Watershed Council meeting.

4. Technical Advisory Committees (TACs)

There wasn't much discussion on this item. The TACs are open to anyone interested.

5. Google Docs

This item was postponed to another meeting.

Development Methodology *Draft*

A. Clarify the Goals

Goals are brief, visionary statements about the big-picture result we are working to achieve. The goals should harmonize to the extent possible with the goals of the IRWMP. The number of goals should as few as possible to capture the essential categories.

Goal Test:

- ❐ Each goal addresses a primary watershed threat or need.
- ❐ A separate goal exists when the issue would not be adequately captured or emphasized by other goals.
- ❐ Goals answer the question, "What do we want for our watershed?" with a sentence structure that describes the goal as if we already had it. All the goals put together form our "vision" for the watershed.
- ❐ Goals include a short summary title, together with a longer statement that provides as much specificity and precision as possible for an overarching, visionary statement.

B. Develop Objectives for each Goal

Achieving a goal typically involves work on a variety of fronts. Objectives identify those key fronts, and they do so with specific statements of what you hope to achieve. Objectives represent your assumption as to what you need to accomplish in order to achieve the goal, and as such, they become the measuring stick against which you can gauge progress.

Objective Test:

Each objective:

- ❐ Addresses a key facet of the goal.
- ❐ Describes a desired outcome.
- ❐ Contains a "what" and a "how/why" component to the statement.

C. Develop Targets for each Objective

Given that this is our first plan, that we do not have guaranteed staffing or funding, that we have an urgent need to focus on actions, and that it is more useful to set measurable objectives for our small list of priority management strategies, our targets for each objective at this stage should be general statements that describe what it would look like if our objective were already met. Specific numeric or quantifiable measures can be saved for our short-list of management strategies.

Target Test:

- ❐ Complete the sentence, "We would be successful if _____."