Strategic Plan Development

Stormwater Management Committee Review and Discussion – May 16, 2024

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C/CAG Stormwater Management Committee

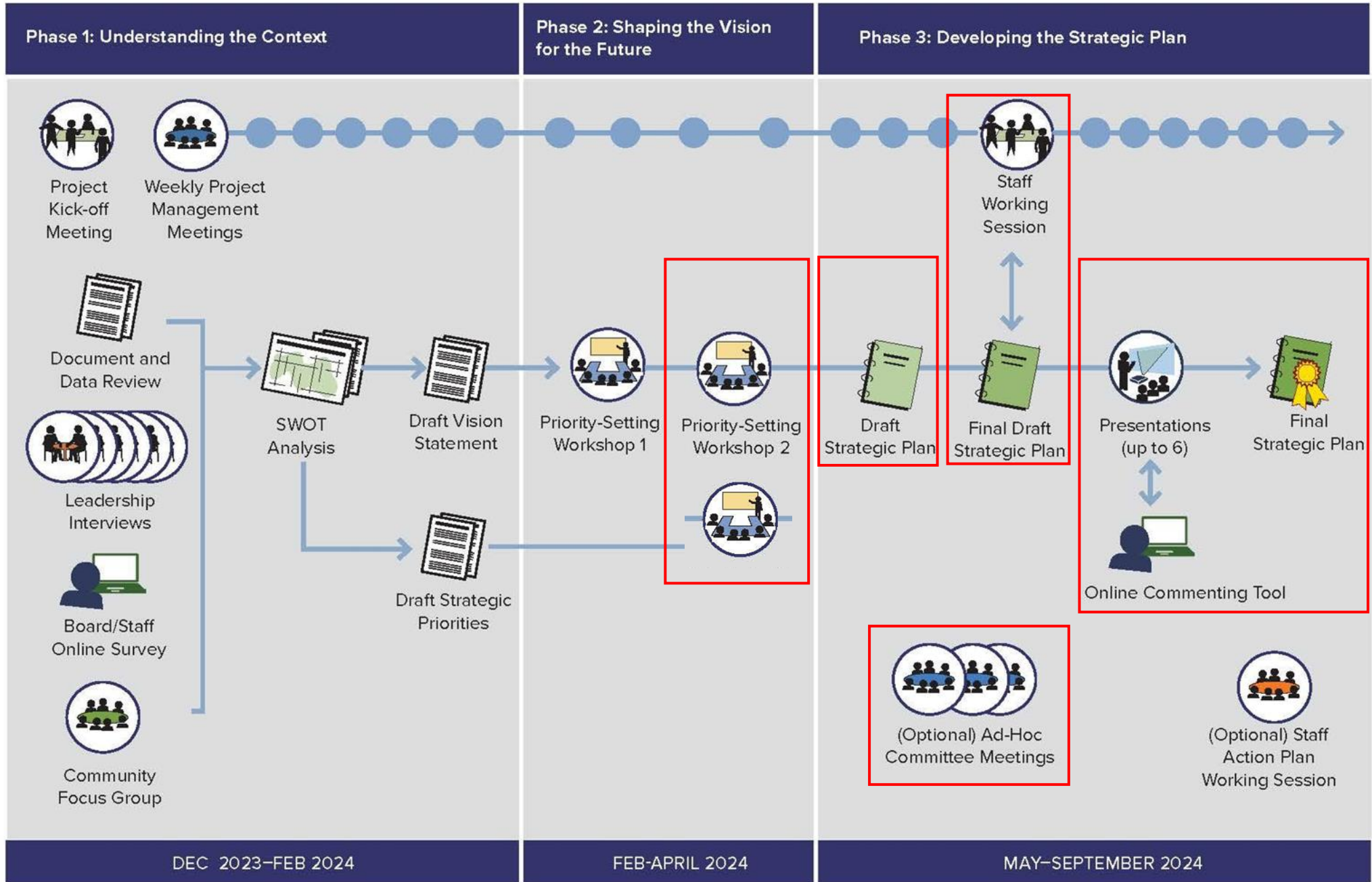I. Strategic Plan Process Overview

II. Review and Discussion of Strategic Plan Framework

III. Next Steps in the Strategic Plan Process

IV. Public Comment

STRATEGIC PLANNING PROCESS . . .

STRATEGIC PLAN FRAMEWORK

Mission

Vision

Core Values

Goals

Objectives

Performance Measures

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Elements of the Strategic Plan

MISSION
The purpose and associated responsibilities of C/CAG.

VISION
C/CAG's preferred future—where we strive to be.

VALUES
Shared beliefs that reflect what C/CAG considers significant and important.

GOALS
Statements of direction toward C/CAG's desired future.

ONGOING RESPONSIBILITIES
Work being performed by C/CAG staff on a regular, ongoing basis.

OBJECTIVES
Specific and measurable statements of action that C/CAG wants to achieve.

PERFORMANCE MEASURES
Specific measurements of progress toward goals and objectives.

ACTION PLAN
Identifies a timeframe for completing actions, responsible parties, and required resources.

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Mission *Draft*

C/CAG provides a collaborative forum for all jurisdictions in San Mateo County to pursue our shared goals for an equitable, accessible, and robust multi-modal transportation network and a climate resilient future.

Vision   *Draft*

C/CAG is a leader in innovative and sustainable mobility, climate-resilient infrastructure, clean energy, and balanced land use, while achieving equitable outcomes, and improved quality of life for San Mateo County's diverse communities.

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Core Values *Draft*

COLLABORATION
We work together to improve quality of life in San Mateo County.

TRANSPARENCY
We are open and accessible in all our communications and actions.

EQUITY
We take concrete steps to address the needs of underserved communities.

SUSTAINABILITY
We commit to meeting the needs of the present without compromising the ability of future generations to meet their own needs.

INNOVATION
We are driven by continuous improvement.

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Goal Areas *Draft*

1. TRANSPORTATION
Plan, fund, implement, and maintain a robust multimodal transportation system that is safe, connected, equitable, accessible, and environmentally sustainable.

2. STORMWATER MANAGEMENT
Manage stormwater as a resource, meet Regional Stormwater Permit requirements, and reduce climate risk through promotion of green infrastructure and a watershed management approach.

3. ENERGY, ENVIRONMENT, AND CLIMATE
Enhance community resilience to climate change throughout San Mateo County.

4. LAND USE AND AIRPORT COMPATIBILITY
Meet the County's housing and economic development goals while addressing airport safety impacts.
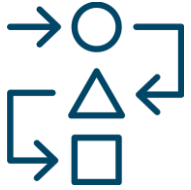
5. FINANCE AND ADMINISTRATION
Secure adequate funding and maintain effective organizational systems to support C/CAG's mission.

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Goal 2
Stormwater Management

Manage stormwater as a resource, meet Regional Stormwater Permit requirements, and reduce climate risk through promotion of green infrastructure and an integrated watershed management approach.

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Goal 2 – Ongoing Responsibilities

Planning

- Adapt our **street network** to better address rainfall and heat related climate change impacts.

- Plan and implement **multi-benefit green infrastructure** at the parcel, street, and regional scales under a "OneWatershed" framework.

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Goal 2 – Ongoing Responsibilities

Operations

- Manage **Regional Stormwater Permit** for all permittees (22) in San Mateo County, including 5-year term contracts with consultants and coordinating annual compliance.

- Explore Risk-based **Integrated Water Management**.

Goal 2 – Ongoing Responsibilities

Funding

- Secure **dedicated stormwater funding** for water quality compliance and infrastructure implementation.

- **Fund** multi-benefit watershed-scale green infrastructure.

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Goal 2 – Specific Objectives

Short Term (0 - 2 years)

1. Explore options to provide operational support to **Orange Memorial Park** project in South San Francisco (2026).

2. Implement the recent **$2.4M Federal Earmark** for a regional stormwater capture project in San Bruno and seek additional funding for regional multi-benefit projects at Red Morton Park in Redwood City, and Twin Pines project in Belmont (2026 and ongoing).

3. **Clarify roles** of C/CAG, One Shoreline, and the Resource Conservation District of San Mateo with respect to stormwater management (2025).

4. Establish Pilot **Bulk Rain Barrel Rebate program** as ongoing program in conjunction with BAWSCA (2026).

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Goal 2 – Specific Objectives

Medium Term (2 - 5 years)

5. Complete institutional framework and program components for **OneWatershed Climate Resilience Infrastructure Program** (2029).

6. Identify and initiate design on **3-5 new regional multi benefit OneWatershed projects** (2029).

7. Implement the **Phase II Green Infrastructure Tracking & Mapping Tool** (2029).

8. Invest in green infrastructure at 12 **school sites** (2029).

9. Obtain **sustainable funding** for stormwater management at countywide scale (2029).

Goal 2 – Specific Objectives

Long Term (5+ years)

10. Implement 5-10 high priority opportunities in **Sustainable Streets Master Plan** (2030).

11. Establish goals for **increasing groundwater recharge** through green infrastructure projects (2030).

12. Explore opportunities to further advance OneWatershed **integration with wastewater and water supply systems** (date TBD).

13. Develop a fully operational **OneWatershed Climate Resilience Infrastructure Program** with funding and institutional structures (date TBD).

Goal 2 – Performance Measures

Municipal Regional Stormwater Permit Compliance

Volume of stormwater captured for beneficial use

Completion of regional multi benefit OneWatershed projects

Initiation of new OneWatershed projects

Percentage of San Mateo County jurisdictions with completed stormwater plans

NEXT STEPS...

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Next Steps

✓ Review the Working Draft Plan with Board Committees and staff

✓ Revise the document as necessary

✓ Prepare the Administrative Draft Plan

✓ Provide an online commenting opportunity

✓ Revise the Draft Plan document as necessary

✓ Present Final Draft Plan to the C/CAG Board for final review and approval

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