

# Strategic Planning Update



# Where it All Started: 2010 NOAA Proposal



Concept of a Florida-Centric Working Group Focused on Issues Related to Climate Variability and Sea Level Rise with Broad Representation (Academia, Local Government, Utilities and State Resource Managers)



# CONCEPT: “Public Water Utilities Climate Impacts Working Group”

Collaborative,  
**Florida-centric  
networking** to share  
concerns, challenges  
and information.



**Synergies create  
collaborative  
opportunities** for  
applied research and  
grant funding.

**Unique** – no other group currently  
performs this function of  
connecting climate scientists with  
state water managers and utilities.

# Since Workshop 1 we have continually posed these questions:

- WHO are we and our clients/users?
- WHAT unique benefit do we provide to the industry that is not available elsewhere?
- WHEN do we need to meet again?
- WHERE to meet and where to store information?
- HOW can we leverage and transfer our knowledge and information?

# 12 Workshops over 5 Years

Workshop Number	2010				2011				2012				2013				2014				Location
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
1			X																		OUC - downtown
2					X																OUC - downtown
3						X															OUC - downtown
4								X													OUC - Gardenia
5									X												OUC - Gardenia
6										X											OUC - Gardenia
7												X									OUC - Gardenia
8													X								OUC - Gardenia
9														X							OUC - Gardenia
10																X					Miami-Dade WASD
11																		X			OUC - Gardenia
12																				X	Tampa Bay Water

# Progress on Identity and Creating a Clearinghouse for Information

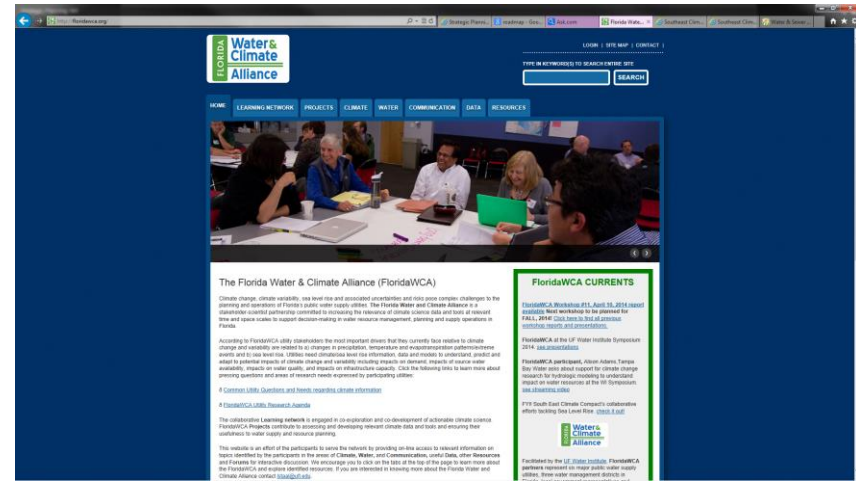
- By Workshop 7 with help from Knowledge Management we had transitioned somewhat

**Public Water Supply  
Utilities Climate Impact  
Working Group**



**Florida Water and  
Climate Alliance**

- Secured Website Domain: [www.floridawca.org](http://www.floridawca.org)
- Website Development and Launch



# Elements of Strategic Planning

- **Mission Statement** (paragraph 1 - website intro)
  - *Florida Water and Climate Alliance is a stakeholder-scientist partnership committed to increasing the relevance of climate science data and tools at relevant time and space scales to support decision-making in water resource management, planning and supply operations in Florida.*
- **Guiding Principles** help to foster broad understanding of relevant factors, strengths, interdependencies and beliefs

# **Elements of Strategic Planning**

## **(continued...)**

- **Recurring Objectives Voiced over 5 Years**
  - Gather Florida-Centric Information on Climate Change and Challenges
  - Create a Network to Disseminate Information
  - Understand Challenges/Barriers to Messaging
  - Identify Messaging Methods and Opportunities
  - Influence Climate Research - Seek Funding Opportunities
  - Educate Members, Learn about Unique Challenges each Entity Faces

# Core Competencies

- Longevity and Lack of Turnover
- Group Composition: unique blend of academia, regulatory agencies and utilities
- Website and Virtual Identity
- Vast Network Available
- Capable Leadership Group

# SWOT Analysis

## Strengths

- Diverse Group Composition
- Working Group Longevity
- Eminent Experts in Variety of Fields
- Several Largest Water Utilities in FL
- Extensive Network of Interpersonal and Organizational Relationships
- Website Identity and Resource as Clearinghouse for Information
- Great SE Florida Utility Presence

## Opportunities

- Gradual Acceptance of Climate-Related Issues Increasing Audience Reception
- Emerging Concern Fuels Funding Opportunities
- Political Season May Bring Change and More Receptive Audiences
- Statistically, Katrina and Sandy-Type Events Will Occur and Present Opportunities for Messaging

## Weaknesses

- Travel Distance for Group Members
- No Regular SWFWMD Representation
- No Utility Presence from NE & NW Florida
- No Funding Mechanism for Ongoing Activities (meetings and website maintenance)
- Lack of Governance Leads to Consensus Based Decisions
- Working Group Lacks the Apparent Permanence of a More Formalized Structure
- Competing Workload of Core Leadership

## Threats

- Climate Messaging Can Backfire
- Elected Officials Establish Agenda for Regulators and Utilities
- Climate-Related Crises in Other Regions Compete for Funding

# So Where do We Go From Here?