

MISSION AND STRATEGIC GOALS

The 1997 Strategic Plan of the State Water Resources Control Board (SWRCB) and the nine California regional water quality control boards (RWQCBs) sets forth the common mission of these boards. That mission, as stated in the Strategic Plan, is as follows:

“Our mission is to preserve and enhance the quality of California's water resources, and ensure their proper allocation and efficient use for the benefit of present and future generations.”

Accomplishing this mission is a long-standing commitment of the San Diego Regional Water Quality Control Board (SDRWQCB). The SDRWQCB's strategic direction must now respond to a growing need for a comprehensive approach to water resource protection. In order to meet this challenge, the SDRWQCB has established and continues to refine a watershed management approach for the San Diego region.

The SDRWQCB's direction with respect to watershed management is designed to achieve the following two strategic goals, which are also set forth in the 1997 Strategic Plan:

“Our goal is to preserve, enhance, and restore water resources while balancing economic and environmental impacts.”

“Our goal is to promote cooperative relationships and to improve support for the regulated community and the public.”