



SAN ANTONIO
RIVER AUTHORITY

STRATEGIC PLAN SUMMARY FY25-FY30

GOAL 1:

Acquire strategic assets that increase the ability to preserve and enhance creeks and rivers throughout the basin.

Goal Statement: The River Authority upholds a commitment to providing safe, clean, and enjoyable creeks and rivers, and should position itself to meet the growing demand for recreation and water solutions throughout the San Antonio River basin while preserving and protecting natural resources.

Success Statement: The River Authority will accomplish this goal by gaining additional key assets that will encourage public use and engagement, enhance water quality, preserve aquatic and riparian habitat, support of stream stability, and reduce flood risk.

Goal 1.1: Identify strategic assets along waterways for management purposes, and for property acquisition.

Goal 1.2: Acquire strategic assets for conservation and restoration.

GOAL 2:

Grow portfolio of engagement opportunities to ensure a diversity of accessible experiences.

Goal Statement: The River Authority is a regional leader committed to providing high quality experiences that support safe, clean, and enjoyable creeks and rivers. Expanding the portfolio of engagement opportunities allows for further development of a wide range of experiences to meet the diverse needs of the community served.

Success Statement: Success of this goal involves an increasing number of people participating in our services online and in-person, in addition to activities offered in more locations:

- Social media
- Our parks
- Events
- Walking and biking on our trails
- Paddling and swimming at more locations within the basin

Goal 2.1: Identify and open swimmable locations.

Goal 2.2: Implement new access points that enable interactions with creeks and rivers.

Goal 2.3: Develop current park resources by implementing Park Master Plans.

Goal 2.4: Broaden portfolio of programming experiences.

GOAL 3:

Leverage core services throughout the basin to further preserve and enhance creeks and rivers.

Goal Statement: The River Authority is the subject matter expert in water quality, park management, and flood services. To further the organization's mission, this expertise can be leveraged within the basin to create synergies and expand services that will preserve and enhance creeks and rivers.

Success Statement: Success for this goal involves the development of new partnerships and expansion of existing partnerships that align with core competencies, actions that result in improved effluent quality, increased flood management responsibilities, and increased parks operation and maintenance activities.

Goal 3.1: Expand flood support services within jurisdictional boundaries (Bexar, Wilson, Karnes, and Goliad).

Goal 3.2: Improve and influence effluent quality and treatment systems basin-wide.

Goal 3.3: Expand responsibility for parks throughout jurisdictional boundaries.

Goal 3.4 Consolidate regional efforts to create a unified trash and floatable program.

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STRATEGIC PLAN SUMMARY FY25-FY30

KEY ENABLING ACTIVITY 1: TALENT DEVELOPMENT AND EMPOWERMENT

Activity Statement: Position the River Authority as a preferred employer that attracts, retains, and encourages top talent while promoting a culture of innovation, collaboration, and employee well-being through the meaningful work of the organization. Creating a talented workforce is essential for organizational success. Talented employees drive innovation, boost productivity, and provide a competitive edge, helping the organization adapt to market changes and technological advancements to ensure long-term sustainability and success.

Success Statement: The River Authority is a preferred employer that fosters a culture that boosts the attraction and retention of top talent. Increased quality job applications, high employee retention, and employee satisfaction in innovation, collaboration, and well-being mark success. Further indicators include active participation in professional development programs, more internal promotions, and achievement of industry benchmarks for top employers.

Creating a talented workforce is essential for organizational success. Success is marked by:

- Increased quality job applications
- High employee retention
- Higher satisfaction in innovation, collaboration, and well-being
- Active participation in professional development programs
- Achievement of industry benchmarks for top employers

KEY ENABLING ACTIVITY 2: STAKEHOLDER ENGAGEMENT & COLLABORATION

Activity Statement: The River Authority values strong relationships with our stakeholders and aims to enhance engagement and collaboration while increasing appreciation and awareness of natural resources within the river basin. To accomplish this the River Authority will engage and collaborate through multiple platforms, including consistently implementing the “Our River Way” communication campaign.

Success Statement: Success will be measured by the establishment of strong, lasting relationships with stakeholders, evidenced by increased knowledge of and appreciation for the River Authority, our projects, and initiatives. Specific measures of success include:

- Increased participation, engagement and community involvement through public interactions and media channels
- Heightened awareness and appreciation of natural resources among stakeholders
- Increased advocacy and support for the River Authority’s vision and mission

KEY ENABLING ACTIVITY 3: INNOVATION AND ADAPTABILITY

Activity Statement: Promote a culture of innovation and technology. Develop and promote tools and data resources that strengthen and support the actions of the River Authority. By integrating innovation as a core strategy for achieving clean, safe, and enjoyable river management, the San Antonio River Authority can continually evolve, addressing challenges effectively and enhancing the overall quality of the river ecosystem for all stakeholders.

Success Statement: Enhanced operational efficiency and a culture of innovation leads to success by the following factors:

- Increased use of data-driven approaches in planning, monitoring, and evaluation of river management
- Being a regional leader in flood management
- Being a leader in water quality for protection and ecological health of the river

VISION

Inspiring Actions for
Healthy Creeks and
Rivers

MISSION

Committed to Safe,
Clean, Enjoyable
Creeks and Rivers.

We uphold our
mission through:

SAFE



Preparing for,
responding to, and
mitigating flood risks.

CLEAN



Protecting water
quality, habitats, and
biodiversity.

ENJOYABLE



Providing spaces and
programs that connect
people to natural
resources.