SAN ANTONIO RIVER AUTHORITY

Strategic Plan Update

October 17, 2025

Strategic Plan

- Identify objectives and purpose
- Ensures effort aligns with objectives

Strategic Plan Background

- Approved by the Board in September 2024
- Team developed:
  - strategies
  - performance metrics,
  - performance dashboard to track progress

Strategic Plan Goals

- **Goal 1** Acquire strategic assets that increase the ability to preserve and enhance creeks and rivers throughout the basin.
- **Goal 2** Grow our portfolio of engagement opportunities to ensure a diversity of accessible experiences.
- **Goal 3** Leverage core services throughout the basin to further preserve and enhance creeks and rivers.

Strategic Plan- Goal Metrics

Goal 1 Metrics:

- Preserve and protect 500 acres of San Antonio River, Medina River, Salado Creek, and Leon Creek
- Physical asset review (Real Estate) 100%
- Non-physical asset review (agreements) 100%

Goal 2 Metrics:

- Increase attendance at programming, education and events by 5%, annually.
- Offer an average of 300 offsite programming, education and events each year.
- Create four new access points along the river (including a swimming location in Bexar County).

Goal 3 Metrics:

- Pilot one telemetry station per county in year one.
- Expand to ten telemetry stations by 2030.
- Increase core services under management by five agreements by 2030.
- Organize 30 litter clean-up events annually

* Strategies and Metrics presented to the Board April 2025

Strategic Plan- Strategies

STRATEGY 1.1: REAL ESTATE: Identify strategic assets along waterways for operations and management purposes for potential property acquisition.

STRATEGY 1.2: ACQUISITION: Acquire or leverage strategic assets for operations and management purposes.

STRATEGY 2.1: SWIMMING: Identify and open swimmable locations.

STRATEGY 2.2: ACCESS POINTS: Implement new recreation access points that enable interactions with creeks and rivers.

STRATEGY 2.3: DEVELOP PARKS: Develop current park resources by implementing Park Master Plans.

STRATEGY 2.4: BROADEN PROGRAMMING: Broaden portfolio of programming experiences.

STRATEGY 3.1: CORE SERVICES: Expand flood support services within jurisdictional boundaries.

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

STRATEGY 3.3: PARKS: Expand responsibility for parks throughout jurisdictional boundaries.

STRATEGY 3.4: TRASH: Consolidate regional efforts to create a unified trash and floatable program.

Strategic Plan- 2026 Focused Strategies

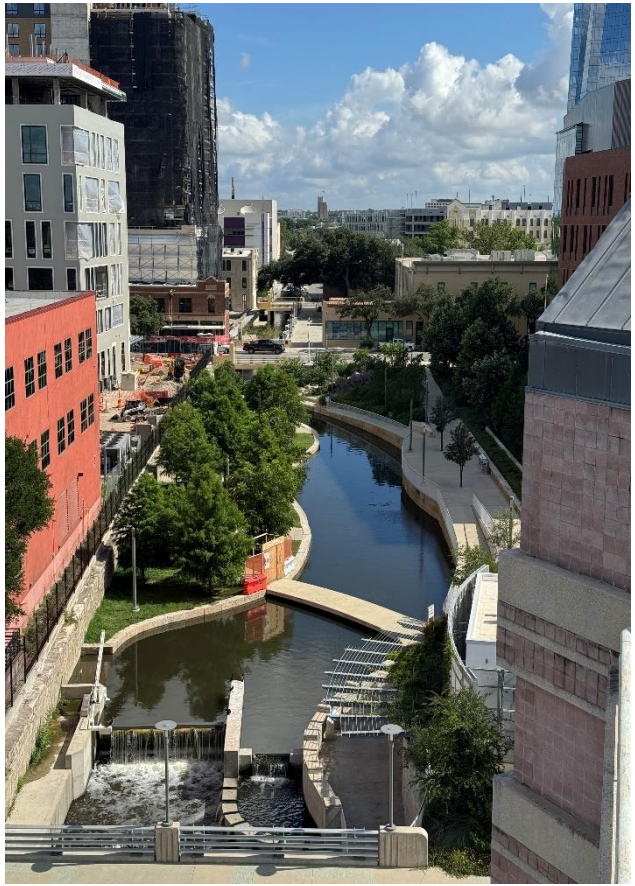
- Strategy 1.1: Identify strategic assets
  - Confirm and define physical asset reviews (Real Estate)
- Strategy 2.3: Develop current park resources by implementing Park Master Plans
  - From the development of the roadmap, the team is implementing several projects.

Strategic Plan- 2026 Focused Strategies

- Strategy 3.1: Expand flood support services within jurisdictional boundaries
  - Install telemetry stations
  - Provide technical, planning and training support
  - Assess gauge needs, enhanced partner engagement
- Strategy 3.4: Consolidate regional efforts to create a unified trash and floatable program
  - Develop a proposed unified trash program by June 2026

2025 Progress

- Baseline/data collection:
  - contracts- *1.1 and 3.1*
  - interlocal agreements- *1.1 and 3.1*
  - real estate *1.1*
  - parks roadmap creation *2.3*
  - gathered programming and education numbers *2.4 and 3.4*



Strategic Plan Dashboard

- Dashboard will serve as a visual management tool that will help staff monitor, measure and communicate progress towards the strategic goals

Strategic Plan Dashboard - Goal 1 Details

Fiscal Year
Previous FY

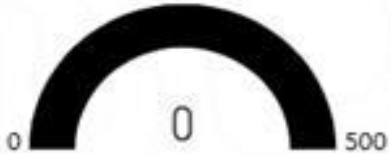
Goal #1: Acquire strategic assets that increase the ability to preserve and enhance creeks and rivers throughout the basin.

Strategy 1.1: Identify strategic assets along waterways for operations and management purposes for potential property acquisition.
Strategy 1.2: Acquire or leverage strategic assets for operations and management purposes.

Key Metrics

New Acres Preserved or Protected

by FY 2030

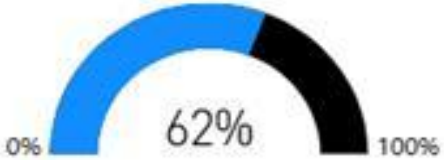


New Acres Progress by FY

2023	2024	2025
0	0	0

Physical Asset Review

(Percent of Real Estate Parcels Verified)



Real Estate Statuses

Verified	New	Pending	On Hold
2,010	243	963	45

Non-Physical Asset Review

(Percent of Agreements in Central Square)

Agreement Statuses

Active	Pending Approval	Extension Pending	Tracked on Paper
160	7	1	30

For overall general questions please contact Kristen Hansen. For technical questions please contact Greg Rafert.

Strategic Plan Dashboard - Goal 2 Details

Fiscal Year
Previous FY

Goal #2: Grow portfolio of engagement opportunities to ensure a diversity of accessible experiences.

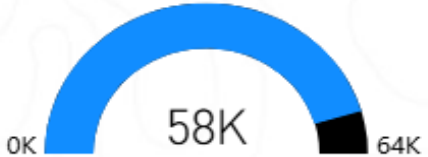
Strategy 2.1: Identify and open swimmable locations.
Strategy 2.2: Implement new recreation access points that enable interactions with creeks and rivers.
Strategy 2.3: Develop current park resources by implementing Park Master Plans.
Strategy 2.4: Broaden portfolio of programming experiences.

Key Metrics

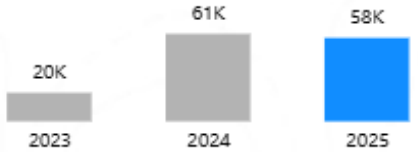
Note: FY 2024 was 15 months

Attendance this FY

For Programming, Education, & Events (+5%)

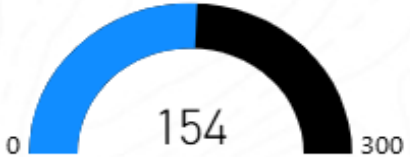


Attendance by FY



Offsite Offerings this FY

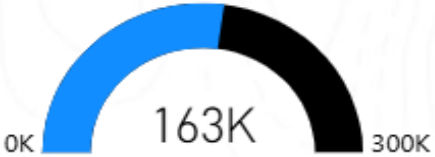
For Programming, Education, & Events



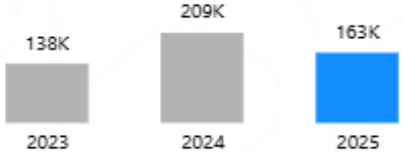
Offsite Offerings by FY

Attendance at Nature-Based Parks

For this FY (Goal By FY 2030)



Attendance at NBP by FY



New Access Points

By FY 2030

New Access Point w/ Swimming

In Progress

Strategic Plan Dashboard - Goal 3 Details

Fiscal Year
Previous FY

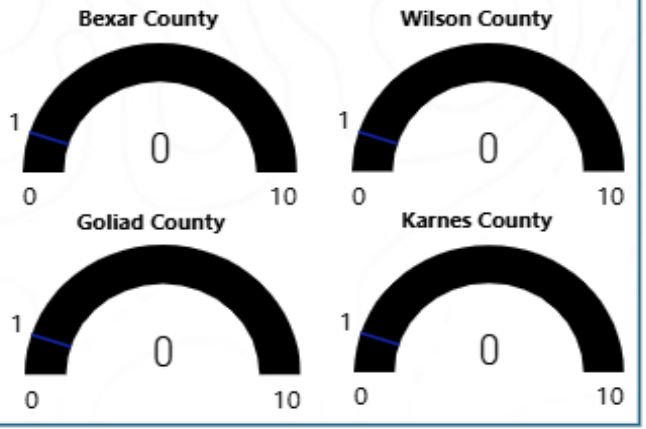
Goal #3: Leverage core services throughout the basin to further preserve and enhance creeks and rivers.

Strategy 3.1: Expand flood support services within jurisdictional boundaries (Bexar, Wilson, Karnes, and Goliad).
Strategy 3.2: Improve and influence effluent quality and treatment systems basin-wide.
Strategy 3.3: Expand responsibility for parks throughout jurisdictional boundaries.
Strategy 3.4: Consolidate regional efforts to create a unified trash and floatable program.

Key Metrics

New Telemetry Stations

1 By FY 2026 & 10 By FY 2030



Litter Events

By this Fiscal Year

Litter Events by FY

New Core Service Agreements

By FY 2030

In Progress	Pending Approval	Completed
0	**2**	**1**

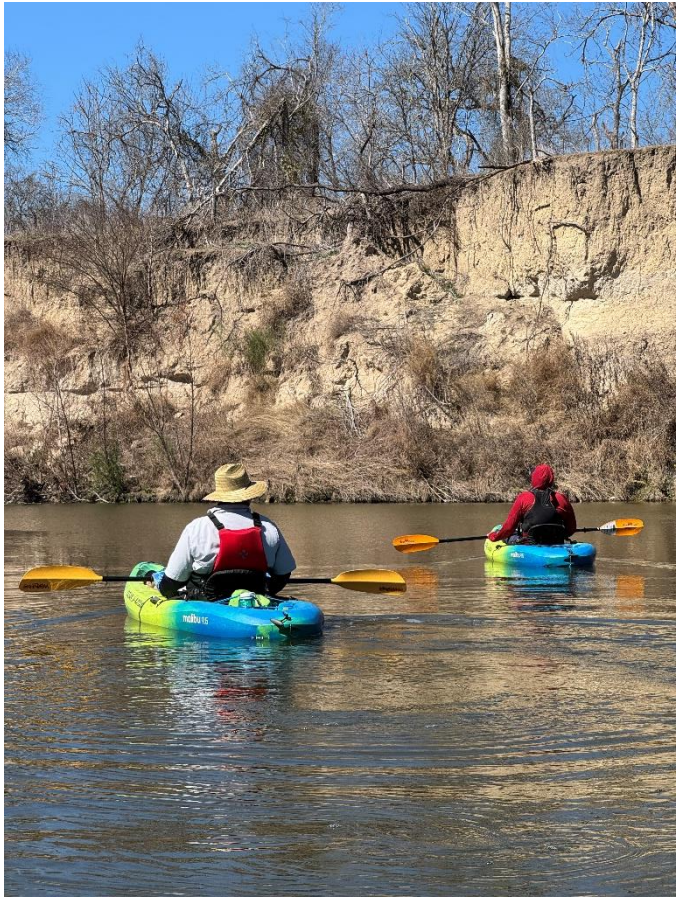
Presented Unified Trash Program

By June 2026

In Progress

Next Steps

- Determine what additional strategies to focus on and resources needed in FY 26
- Adjusting metrics
- Continue to update the dashboard on a quarterly basis



Questions?