

VISION STATEMENT

The California Water Efficiency Partnership envisions a water-efficient California with reliable and sustainable water resources, healthy ecosystems, and economically strong communities that serve all people equitably.

MISSION STATEMENT

Maximize urban water efficiency and conservation throughout California by supporting and integrating innovative technologies and practices; encouraging effective public policies; advancing research, training, and public education; and building collaborative approaches and partnerships.



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For more information about membership,
email us at hello@calwep.com or
sign up at CALWEP.ORG.

WHO WE ARE**MEMBERSHIP**

Over
200
MEMBERS

25% MANUFACTURERS,
SERVICE PROVIDERS,
EDUCATIONAL &
GOVERNMENT ORGANIZATIONS

75% RETAIL &
WHOLESALE
WATER AGENCIES

COLLABORATORS

Growing **16**
Collaborators
Program
INCLUDING NON-PROFIT
PARTNERS

STAFF

6 PROFESSIONAL
STAFF
Serving Member Needs

1 NATIONAL
VOICE:
FIRST STATE
CHAPTER OF **AWE**

CalWEP's Action Plan:

Impact Focused and Member Driven

*CalWEP's mission is to maximize urban water efficiency in California.
We do this by developing programs that fall into main areas:*



**MEMBER
SUPPORT**



**RESEARCH &
TRANSFORMATION**



**VOICE &
LEADERSHIP**



**ORGANIZATIONAL
CAPACITY**

PRIMARY OBJECTIVE Assist water supplier partners by providing information, expertise, and services to help them meet municipal or utility-adopted water-use goals, as well as legislative and regulatory requirements.

HOW WE DO IT

- Serve as a statewide information clearinghouse.
- Evaluate long term compliance needs under any conservation and efficiency related requirements adopted in California.
- Hold an annual Peer-to-Peer training conference.
- Serve as a technical expert on water conservation research.

PRIMARY OBJECTIVES Build a statewide community of organizations focused on conservation, efficiency, resilience of water systems and watersheds, climate change, and leveraging the water-energy nexus; Expand statewide advocacy; Promote water use efficiency to increase water equity and affordability.

HOW WE DO IT

- Be the “go to” organization for water-use efficiency and conservation research, best practices, and innovation.
- Promote partnerships to foster growth in the research and development of solutions with multi-benefit results.
- Seek funding opportunities and partners focused on water conservation and efficiency programs for disadvantaged communities.
- Align CalWEP's efforts with statewide programs to reduce greenhouse gas emissions.
- Expand diversity in water conservation workforce and leadership.
- Create a CalWEP Equity Committee to assess and develop strategies for the organization to achieve this objective.

PRIMARY OBJECTIVES Conduct and support research and evaluation efforts; Transform markets for water-use efficiency-related products and services.

HOW WE DO IT

- Develop and disseminate research protocols.
- Provide the latest California-specific information, research-based reports, and webinars.
- Provide reliable peer-reviewed, fully vetted research findings.
- Support labeling programs such as WaterSense.
- Engage new market transformation partners.

PRIMARY OBJECTIVES Retain existing partners and increase overall membership; Build organization capacity to meet strategic planning goals.

HOW WE DO IT

- Regularly publish the CalWEP Connect e-newsletter.
- Continue to improve and update the CalWEP website and member portal.
- Expand Collaborators Program.
- Expand partnerships with water utilities while also working to diversify membership from non-agency sectors.
- Promote all available water conservation training opportunities and engage the partnership in these offerings.
- Evaluate regional diversity of the Partnership.
- Bring underserved communities into the partnership to ensure the organization is benefiting the entire state.
- Develop partnerships with rural water organizations to expand CalWEP's reach.
- Develop a meaningful recognition program for partners.