

Conserve
water.
Rain or shine.
SAVE OUR WATER



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

2024-2029 STRATEGIC PLAN

INTRODUCTION

The California Water Efficiency Partnership is committed to providing leadership and cutting-edge expertise on California water issues, challenges, and opportunities within a broad collaborative framework.

CalWEP is a true partnership organization committed to helping all of its partners use water more efficiently, and doing so in a supported, measurable, research-driven manner. The goal is to allow water agencies to pursue water efficiency and conservation programs suited for their community's unique climate, economy, demographics, and land uses.

CalWEP has eight over-arching organizational goals that drive the development of this Strategic Plan, and they sit at the foundation of CalWEP's long-term efforts. They are:



Helping water supplier partners meet legislative and regulatory requirements, as well as municipal or utility adopted water-use goals



Fostering research and evaluation

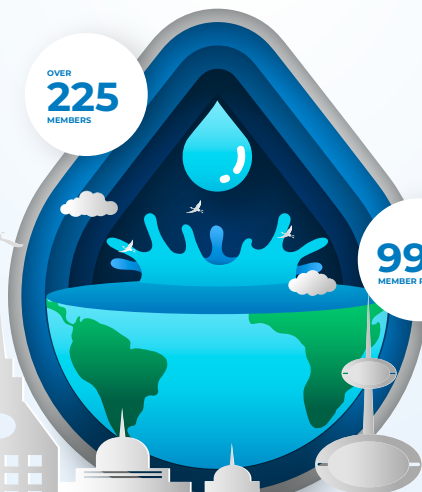


Serving as an information clearinghouse



Providing technical tools and training, as well as professional networking opportunities

OVER
225
MEMBERS



99%
MEMBER RETENTION



Supporting the use of data analytics



Serving as technical experts to partners and local, state, and federal agencies



Transforming markets for water-use-efficiency-related products and services



Sharing successes and building partnerships to improve water efficiency and water conservation, and to produce additional benefits to water systems and ecosystem resilience

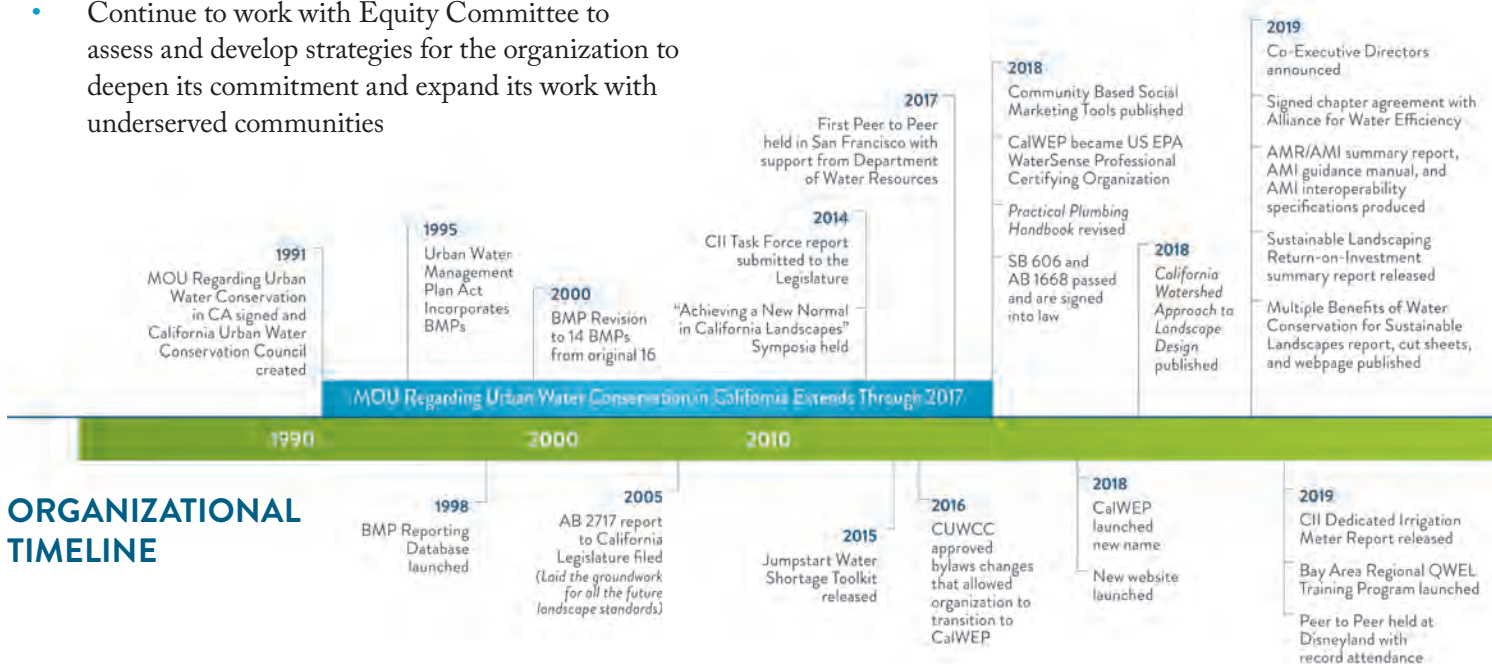
2024-2029 ORGANIZATIONAL PRIORITIES

COMMUNITY AND LEADERSHIP

- Provide a statewide hub for the water efficiency community, including serving as an information clearinghouse
- Engage in statewide legislative and regulatory advocacy, serving as a technical expert on water conservation and efficiency, and support the Alliance for Water Efficiency on federal issues as needed
- Provide digital engagement opportunities for members, including online platforms to share information and seek advice from the CalWEP community, CalWEP Connect e-newsletter, and an improved and updated website and member portal
- Expand and continue to engage Collaborators Program
- Promote and develop water conservation training opportunities
- Develop a meaningful recognition program
- Expand diversity in water conservation workforce and leadership
- Continue to work with Equity Committee to assess and develop strategies for the organization to deepen its commitment and expand its work with underserved communities

TECHNICAL ASSISTANCE AND TRAINING

- Provide robust implementation and compliance support to Make Water Conservation a California Way of Life, including access to guidebooks, circuit riders, and funding support
- Continue to grow and innovate annual Peer to Peer training event to maintain esteem and high regard
- Hold in-person and online training events quarterly
- Develop and host meaningful training programs for water agency customers and professionals, including but not limited to QWEL, Leak Detection, and Calscape
- Develop 'add-on' member programs through MyCalWEP+, including but not limited to topic-specific circuit riders (e.g., access to hired consultants/pool of experts), statewide direct distribution programs, bulk discount programs, and other technical support via a fee-for-service model



ORGANIZATIONAL TIMELINE

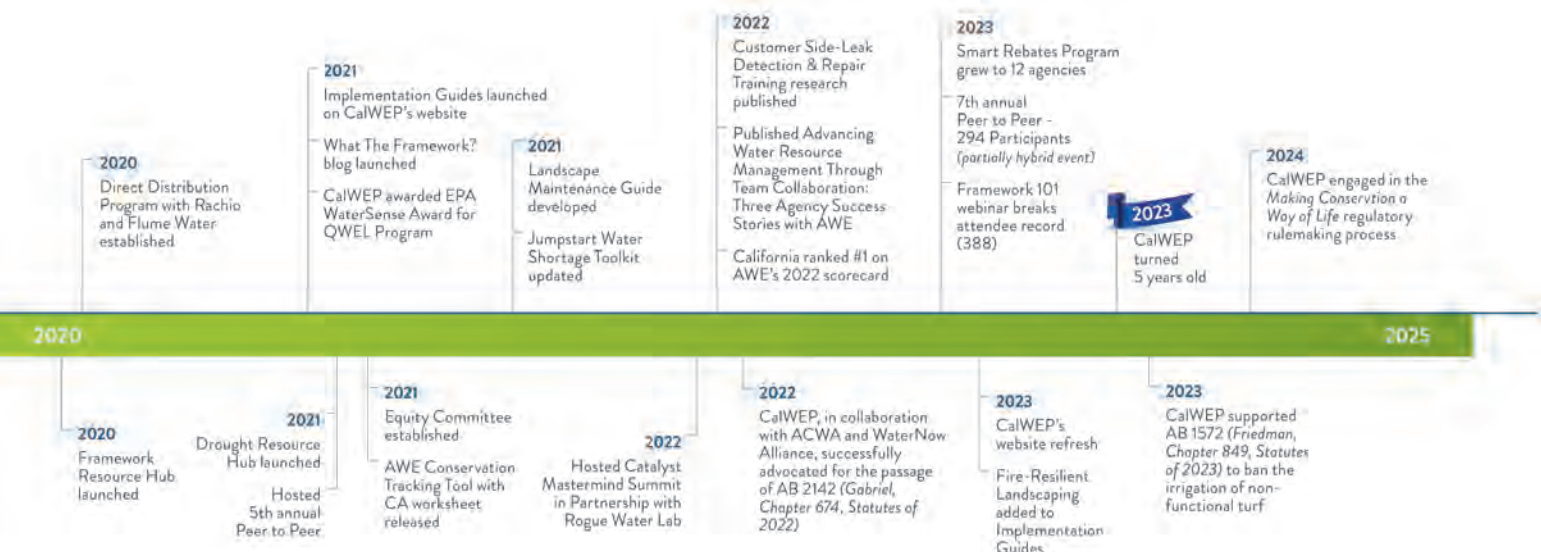
WE'VE GOT YOU.

RESEARCH AND PROGRAM DEVELOPMENT

- 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 underserved communities
- Develop and disseminate water saving measurement and verification guidelines
- Partner with the Alliance for Water Efficiency to leverage and amplify nationally-focused research

ORGANIZATIONAL CAPACITY

- Build a dedicated, competent core staff and consultant team that will enable CalWEP to deliver services
- Pursue sources of government and foundation funding to supplement partner dues
- Identify partnerships that can leverage CalWEP resources and provide additional organizational capacity
- Maintain a committee structure that will address members program needs and that can involve members on an active basis
- Seek project funding from members for specific research and technical assistance projects
- Maintain adequate financial reserves
- Periodically evaluate partner dues to ensure adequate support for provision of services



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.

TAGLINE

Efficiency through collaboration



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PARTNERSHIP**

A Chapter of the Alliance *for* Water Efficiency

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CALWEP.ORG