

# Partner & Member Advantages

The California Water Efficiency Partnership (CalWEP) is now a chapter of the Alliance for Water Efficiency (Alliance), bringing together two of the country's major organizations dedicated to improving and enhancing water efficiency in California and the United States.

This new collaboration builds on the successes of the former California Urban Water Conservation Council.

Partners will have access to both organization's programs, services, expertise, vast network, and benefits.

## Partnership Advantages At a Glance

CalWEP    Alliance

FOCUS		
Provide leadership and expertise within a collaborative framework on California water issues, challenges and opportunities with a special emphasis on providing resources, tools, research and a network to help partners meet emerging new California mandates for long-term water conservation.	💧	
Provide a voice in shaping the water industry's future, tools to design conservation programs and deliver improved water service and provide a measurable return on investment in training, networking, advocacy and research.		💧

ISSUE LEADERSHIP		
Provide information and expertise to legislative leaders and regulatory officials, upon request.	<b>STATE Level</b>	<b>NATIONAL Level</b>
Represent partner interests on select advocacy issues (such as funding for conservation programs).	<b>STATE Level</b>	<b>NATIONAL Level</b>
Help partners secure funding for conservation programs.	<b>STATE Level</b>	<b>NATIONAL Level</b>
Supports partners by providing support letters, helping to develop legislation or engaging with decision makers.	<b>STATE Level</b>	<b>NATIONAL Level</b>
Provides tools, messages and strategies to help partners effectively advocate for key issues to regulatory and legislative officials.	<b>STATE Level</b>	<b>NATIONAL Level</b>
Provide updates on key policy initiatives that affect your utility and customers.	<b>STATE Level</b>	<b>NATIONAL Level</b>

TOOLS, INITIATIVES and EXPERTISE		
<b>The Latest on Trends, Technologies and Best Practices</b> through discounted webinars, trainings and publications.	💧	💧
<b>Peer-to-Peer Networking and Training:</b> The opportunity for conservation staff to share on-the-job challenges with their peers and learn solutions that work so that agencies can meet state mandates.	💧	
<b>A National Network of Peers</b> , suppliers and influencers to connect with you at events, committee meetings and more.		💧
<b>Personalized One-on-One Technical Assistance</b> from staff on a variety of conservation issues.	💧	💧
<b>Toolbox Resources:</b> Internet-based Wiki Toolbox filled with science-based research, best available conservation ideas, information and tools focused on helping partners meet state requirements for water conservation.	💧	
<b>Discounted Work Products</b> Access to proprietary modeling tools, water efficient devices and programs at a discounted price. Includes access to the Partnership's Smart Rebates Program.	💧	
<b>Web-Based Resource Library</b> of efficiency information, research reports, and case studies.		💧
<b>Water Conservation Tracking Tool:</b> A conservation scenario-planning model with benefit-cost and energy savings analysis.		💧

**TOOLS, INITIATIVES and EXPERTISE, continued**

<p><b>Customized Animated Videos</b> that communicate the value of water service and explain why rates may rise even as we conserve.</p>		
<p><b>Sustainable Landscaping Resources:</b></p> <ul style="list-style-type: none"> <li>• <b>Market Transformation Framework:</b> Interventions for overcoming some of the most common barriers to installing sustainable landscapes and efficient irrigation.</li> <li>• <b>ROI Calculator webinar and workshop proceedings:</b> Introductory training for four calculator tools, designed to synthesize sustainable landscaping cost-benefit research to help inform manager-level and customer end-user decisions in landscaping choices.</li> <li>• <b>Landscape Conversion Criteria Tool:</b> A comprehensive spectrum of turf rebate and incentive program elements to assist partners with planning and program design.</li> <li>• <b>National Outdoor Conservation Survey:</b> A nation-wide summary of outdoor conservation program elements including regional and state-specific ordinances that impact outdoor water use.</li> </ul>	   	
<p><b>Marketing Tools for Improved Outdoor Water Efficiency:</b> A series of community-based social marketing resources for agency outdoor conservation programs and initiatives, including a customer survey for revealing perceived barriers and benefits to sustainable landscaping to help inform outreach and messaging.</p>		
<p><b>Financing Sustainable Water:</b> A program focused on efficiency-oriented rates that promote revenue stability.</p> <ul style="list-style-type: none"> <li>• Rates Planning Assistance (Handbook and Model)</li> <li>• Consumer Messaging and Videos</li> <li>• Avoided Cost Case Studies</li> </ul>		
<p><b>Report on Rates Case for Conservation:</b> Building off the AWE <i>Financing Sustainable Water project</i>, provide California-based examples that demonstrate how future rate increases can be avoided by current investments in water efficiency while keeping revenue neutral.</p>		
<p><b>Advanced Metering Infrastructure (AMI) Assistance:</b> A project to benefit water suppliers who are considering investing in AMI systems. Utilities will learn how to choose the correct system, how to bid it properly, and how to properly implement its functionality. The nation’s leading expert on AMI is leading this project.</p>		
<p><b>Commercial Kitchens Water Efficiency Guide:</b> A best practices water efficiency guide designed for the restaurant manager, including information for creating an action plan.</p>		
<p><b>Net Blue Water-Neutral Development Ordinance:</b> A model planning and zoning ordinance with an offset methodology deigned to help planning and zoning officials work closely with water supplier staff in water-scarce communities.</p>		
<p><b>Graywater Cost-Effectiveness Study:</b> An analysis of when it is cost-effective for residential homeowners to retrofit their homes with graywater systems. Case examples are given.</p>		
<p><b>Resources to Educate Customers About the Value of Water:</b></p> <ul style="list-style-type: none"> <li>• <b>Home Water Works</b> website and Household Water Calculator with <i>member-only</i> features to help customers assess their water use and get personalized tips.</li> <li>• <b>Never Waste</b> media campaign to engage the public in a constructive dialogue that compels them to use water wisely.</li> </ul>		
<p><b>Opportunities to Highlight Successes and Leadership</b> through AWE’s Exemplary Program webinar series, AWE newsletters and other channels that reach the nationwide water community.</p>		

