

Strategic Plan

July 2007



Alliance
for Water
Efficiency

Alliance *for* Water Efficiency

A VOICE AND A PLATFORM FOR WATER USE EFFICIENCY AND WATER
CONSERVATION THAT HAS NEVER BEFORE EXISTED, BRINGING A CRITICAL
NEW PERSPECTIVE TO AN INCREASINGLY THIRSTY NORTH AMERICA.



Introduction

THIS INITIAL STRATEGIC PLAN establishes as its highest priority the efforts necessary to create an organizational foundation: building membership and raising money. It does so, however, with clear sights on the need to propel forward the conversation of water conservation.

Rather than create the potential distractions of a long-term strategic plan, the Alliance for Water Efficiency will focus on important but achievable one-year and two-year goals. In so doing it also established a list of longer-term priorities and principles that will guide the organization as it matures.

THIS STRATEGIC PLANNING DOCUMENT ADDRESSES THOSE ELEMENTS: the one-year plan, the two-year and longer-term objectives, and the organization's guiding principles. It is a living document that will change as necessary, but it is also a guiding document that defines clear needs and expectations. The Board will revisit and refine this plan to more explicitly define the Year 2 goals.

Year 1 HIGH PRIORITY GOALS

1. Launch an aggressive fund raising and membership effort.
 - a. Develop a fund-raising "prospectus."
 - b. Develop an informational brochure.
 - c. Develop a one-to-two minute "elevator speech" so Board members can capitalize on brief, informal, or spontaneous meetings.
 - d. Compile a master list of important stakeholder organizations for Board members to contact.
 - e. Develop a generic Powerpoint presentation and speech, and involve the full board by supporting members who can deliver speeches before stakeholder organizations, such as green building organizations, energy conservation organizations, builders' associations, golf course management associations, and landscape architects.
 - f. Develop an e-mail list of contacts and provide regular news updates.
 - g. Raise \$1,000,000 in charter sponsorships by the end of September 2007.
 - h. Develop the details of a Charter Sponsor Pledge Program that can spread charter membership across a payment window of five years.

2. Develop a Statement of Guiding Principles.

See the back of this Strategic Plan for the list of Guiding Principles adopted by the Alliance Board on October 19, 2007.



Alliance for Water Efficiency

NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS. — MARGARET MEAD

Year 2 & BEYOND

3. Complete the requirements of the U.S. EPA grant by no later than July 2008.

- a. Create and launch the AWE website.
- b. Provide a clearinghouse of water conservation information. Clearly define the relationship with Waterwiser and AWWA to minimize any duplication of efforts.
- c. Represent AWE in national committees related to plumbing codes, plumbing standards, and green building.

4. Define the primary functions of AWE.

- a. Influencing codes and standards.
- b. Providing a web-based clearinghouse of information.
- c. Reaching out to a broad range of stakeholders and building relationships, including relationships with the energy community.
- d. Educating consumers.
- e. Reducing outdoor water use.
- f. Transforming the market using such means as product research and labeling.
- g. Planning, designing, and implementing water conservation Best Management Practices.
- h. Influencing product design to encourage optimal water use, and to avoid the use of water altogether when feasible.

5. Create a “buzz” by focusing primarily on those efforts that will yield early successes.

6. Provide at least one initial technical assistance workshop, and more if possible.

1. Continue Year 1 goals, especially membership and fund raising.

2. Capitalize on outreach opportunities when they arise, such as Smart Irrigation Month in July.

3. Continue to build a web-based clearinghouse that includes:

- a. Continually updated lists of “successful” programs and practices as judged by a peer-review system.
- b. Information on drought response.
- c. Coordination with existing clearinghouses, such as that of Florida.
- d. Updated product lists.
- e. Standardized BMPs.

4. Engage in market transformation.

- a. Identify and collaborate with existing programs and efforts, such as the Irrigation Association’s SWAT, Florida’s Water Star, Las Vegas’ Water Smart, Georgia’s Earth Craft, California Friendly, the Metropolitan Water District’s Innovative Conservation Programs, LEED and other green building programs.
- b. Benchmark and learn from the successes of Energy Star.
- c. Manage the Water Efficiency Technology Research Fund.
- d. Develop incentive strategies for eliminating and replacing inefficient products.
- e. Develop program evaluation metrics.
- f. Openly address failures as well as successes in existing programs.
- g. Develop an AWE Award Program for water use reductions.

5. Promote water efficiency as a major planning tool.

6. Initiate concentrated work on Outdoor Water Use and Codes/Standards.

7. Establish a subcommittee to explore the Alliance’s possible roles in promoting agricultural water efficiency.

*The Alliance’s first year formally began January 1, 2008.
The first year goals are to be completed by December 31, 2008.*

Guiding Principles



The Alliance for Water Efficiency is committed to promoting the efficient and sustainable use of water. Conserving water and using water efficiently is critical to ensuring that water resources are available now and in the future to support healthy economies, ecosystems, communities and individuals.

The Alliance for Water Efficiency uses the following principles to guide its research, advocacy, outreach and educational efforts.

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1. Significant opportunities exist for increasing water efficiency and water conservation.
2. Everyone has a responsibility to use water efficiently and not waste water.
3. Saving water helps save money and reduces future water supply and infrastructure costs.
4. Saving water helps save energy and reduces climate change impacts.
5. Maintaining the sustainable, natural function of our water resources is essential to their continued use for all living things in this and future generations.
6. Water efficiency and conservation best management practices are essential to restore impaired water resources.
7. Water efficiency and conservation are fundamental resource planning tools and should be considered equally with other means of meeting our water needs.
8. Cost-effective water efficiency and conservation options should be maximized prior to developing new sources of water.
9. Water supply and water/wastewater services should be priced at full cost of development, treatment, and distribution, including depreciation.
10. In all its efforts, the Alliance will strive to:
 - a. Engage all stakeholders involved in resource efficiency issues.
 - b. Actively build and promote productive and positive relationships among stakeholders.
 - c. Promote increased scientific rigor for analysis and verification of water efficiency and conservation programs.
 - d. Develop and promote water-conserving best management practices that increase the efficiency of water use.
 - e. Promote strong water efficiency codes, uniform standards, incentives and policies.
 - f. Promote the inclusion of the best available water efficiency technology, designs and practices in all green building programs.
 - g. Stand as the premier source of information on water efficiency and conservation programs, products, and policies.
 - h. Achieve climate neutrality.
 - i. Urge the Alliance membership to commit to practicing these principles in their own organizational activities.

allianceforwaterefficiency.org

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**THE MISSION OF AWE
IS TO PROMOTE THE EFFICIENT AND SUSTAINABLE USE OF WATER.**