

**WateReuse Association  
Arizona Section  
Strategic Plan  
Revised 10/25/08**

**WateReuse Mission Statement:**

To promote the responsible stewardship of Arizona's water resources through education and advocacy of alternative water supplies.

In addition a "brand" was developed that will become part of the WateReuse logo.

***Brand: Sustainable, Beneficial and Efficient***

**WateReuse Value Statement:**

**R**esponsibility: In all that we do

**E**ducation: For all

**U**tilization: Right water for the right use

**S**ustainability: Social, economic, environmental

**E**fficiency: Optimal use of all water resources

**WateReuse Vision Statement:**

To be Arizona's authority and advocate that all water has value.

**Objectives and Strategies:**

- I. To be a recognized leader for the promotion of water reuse in Arizona:
  - A. Increase public awareness of the necessity for and benefits of using the right water for the right use.
    1. Publicize examples of successful reuse/reclamation projects.
    2. Communicate this message in public meetings and special events.
    3. Create educational media and programs.
  - B. Advocate responsible environmental stewardship.
    1. Encourage members to reach out to community and environmental organizations to promote water reuse (schools, parks, local industries, etc.).
  - C. Collaborate with other state sections and national organizations on national and regional issues.
    1. Host REUSE conferences.
    2. Attend and present at state and national symposiums.
    3. Past President to be the interstate section liaison.

**Action Plan**

1. Develop a booth to promote reuse with a goal of starting at the 2009 bi-annual conference - ***Education Committee***.
    - Purchase and create booth.
    - Develop informational packet to hand out.
    - Select Arizona projects/programs to highlight.
    - Booth also to be used at the AZ Water Association annual conference
  2. Maintain and populate the Arizona WateReuse Section web site – ***Technical Committee***.
    - Support the position of web content manager to maintain the Arizona State Chapter Section of the National WateReuse website as information is made available.
  3. Strengthen and improve the organization - ***Board Members***.
    - Hold an annual strategic planning meeting for Board Members
    - Target January/February 2010 for the annual strategic planning meeting for Board Members and annually thereafter.
    - Produce an annual report.
- II. Monitor and promote or oppose legislation that affects safe and efficient water reuse.
- A. Support and maintain a legislative committee.

**Action Plan:**

1. Maintain a Legislative Committee – ***Legislative Committee***.
    - Provide a legislative report to the Board of Directors at each board meeting.
    - Email membership as needed to respond to legislative actions.
- III. Promote the advancement of research and technology in the field of reclaimed water science.
- A. Participate with other stakeholders and water associations in developing technical expertise and experience.
  - B. Provide funding, in kind services, and scholarships.

**Action Plan:**

1. Maintain an Arizona WateReuse Awards Program – ***Awards Committee***.
  - Support an awards program for recognition of successful reuse projects, programs, and individuals to be presented at the state and national conference.
  - Develop and award a student scholarship for research in water reuse for presentation at the 2009 conference.
2. Establish priorities for research in the area of water reuse – ***Technical Committee***.

- Make the Arizona Section available for research project solicitation by universities, federal and state agencies.
- Set aside 15% of annual income for research projects approved by the Board.
- Carry over research funding if not granted in given year.
- Secretary Treasurer to track this fund.

- IV. Provide a forum for discussion of critical water REUSE topics.
- A. Sponsor a conference highlighting REUSE.
  - B. Create and track a speaker's bureau for community outreach.

**Action Plan:**

1. Plan and coordinate a bi-annual Arizona WaterReuse Conference – *Conference Committee*.
  - Provide opportunities for poster sessions of successful reuse projects/programs.
  - Solicit speakers for conference presentations.
2. Share member program information - *Technical Committee and web administrator*.
  - Support the development and implementation of the national WaterReuse data base.
  - Provide a link to WaterReuse Arizona active member list.
  - Create email addresses for board members, i.e. WaterReuse.az.org
3. Offer a speaker's bureau to attend meetings and speak on water reuse topics - *Education Committee*.
  - Create a list of speakers
  - Develop a generic power point presentation delivering a consistent message.
  - Respond to all requests for speakers in a timely manner

- V. Increase and diversify Arizona Section's membership and participation.
- A. Foster a proactive membership committee

**Action Plan:**

1. Create a growing level of diverse membership - *Membership Committee*.
  - Establish a membership that reflects public, private, and individual members from each region of the State of Arizona.
  - Craft a letter to be signed by the President on why people should join.
  - Generate list of contacts of potential members (new target sectors?) and provide to Board.
  - Board members divide up the list and make personal contacts.
  - Enlist a minimum of 3 new members by November 2009 annual meeting. Estimate of 25 contacts required.

- Develop membership information for annual report and send out to current members (to be available at the 2009 Annual Meeting).
- Reach out to non-renewal members if they don't renew