

Colorado WaterWise 2011 Strategic Plan as of 10/25/10

GOALS	OBJECTIVES	STRATEGY	KEY MEASURE	LEAD	TIME
I. Serve as the primary urban water conservation technical resource for professionals in Colorado	<ol style="list-style-type: none"> 1. Develop technical tools and resources to respond to needs 2. Provide on-going technical support 	<ol style="list-style-type: none"> 1.a. Enhance and implement Colorado BPs 1.b. Assess technical resource needs 1.c. Participate in the development of standardized water use data collection and reporting 1.d. Participate in the development of tools to evaluate water conservation measures 1.e. Compile relevant water conservation information 1.f. Develop and maintain web-based technical resources 	<ol style="list-style-type: none"> 1.a.i) Phase II – prepare a scope of work for developing BP training webinars 1.a.ii) Develop and conduct training webinars 1.a.iii)/1.c/1.d. Prepare a scope of work for BP Phase III (to develop an interactive tool that interfaces with the AWE and BP tools and aid in program development). Design as a decision support system. 1.b/1.d. Evaluate ICI tool for updates 1.c. Monitor WCTAG / CWCB (HB-1051) 1.f. Complete web transfer 	<p>Brenda/ Peter</p> <p>Brenda/ Peter</p> <p>Stu Drew</p> <p>Laura</p>	<p>June- Sept 2011</p> <p>July – Oct 2011</p>
II. Promote urban water conservation to professionals throughout Colorado	<ol style="list-style-type: none"> 1. Centralize and disseminate water conservation information 2. Engage and educate the professional community 3. Support the development of consistent and unified water conservation messages 	<ol style="list-style-type: none"> 1.a. Produce high quality technical manuals 1.b. Provide effective community outreach program 1.c. Develop partnerships with other organizations 1.d. Promote the adoption of a unified message for water conservation in Colorado 2.a. Conduct an Annual Event 	<ol style="list-style-type: none"> 1.a.i) Publish BP manual 1.b.i) Continue development of robust website 1.b.ii) Release newsletter 1.c.i) Attend events (make list of events to attend) 1.c.ii) Coordinate partnerships with AWWA 1.d.i) Coordinate statewide conservation campaign 1.d.ii) Obtain funding for campaign <ul style="list-style-type: none"> - Survey partners - Develop PR strategy - Develop logo and slogan - Develop website to support campaign - Develop campaign components - Implement campaign - Evaluate campaign effectiveness 1.b.) Update brochure 2.a.) Host annual event 	<p>Ruth/Brenda Laura</p> <p>Ruth /Kim/Leslie All</p> <p>Ruth/Laurie</p> <p>Brenda/Peter/ Jean</p> <p>Brenda/Peter/ Jean</p> <p>Ruth/Natalie Brenda/Ruth</p>	<p>Grant due Dec 2010</p>

<p>III. Ensure CWWC's organizational sustainability and growth</p>	<ol style="list-style-type: none"> 1. Enhance membership value 2. Expand membership and increase retention 3. Recruit major contributors 4. Diversify funding sources 5. Develop short and long-term financial plans 6. Raise the visibility and standing of the organization 7. Maintain a diverse and engaged board of directors 8. Maintain quality staff 9. Foster a high level of professionalism 	<ol style="list-style-type: none"> 1.a. Develop partnerships with other organizations 2.a. Develop and maintain a fully functional and user-friendly website 2.b. Actively recruit new members 3.a./ 4.c. Develop a fundraising plan 4.a Obtain project specific grant funding 5.a. Create annual and multi-year budget 5.b. Keep accurate and detailed financial books 6.a. Develop branding 6.b. Develop an outreach plan 7.a. Assess board make up and representation of various sectors 8.a. Perform annual evaluations employees and or consultants 8.b. Set realistic, clear and attainable goals for employees and or consultants 9.a. Develop and maintain organizational policies and procedures 	<ol style="list-style-type: none"> 1.a.i) Develop valuable partnerships List organizations here 2.b.i) Form Board Recruitment Committee 2.b.ii) Redefine member benefits and fee structure 2.b.iii) Contact potential major funders 3.a.i)/4.c.i) Determine fundraising goals 3.a.ii)/4.c.ii) Develop fundraising strategy 4.a.i) Identify future projects and funding needs 4.a.ii) Develop 3-year financial plan 7.a) Diversify representation on BOD; recruit members with policy and fundraising background 9.a) Update organizational handbook 	<p>TBD</p> <p>TBD</p> <p>Jeff W./Membership Committee</p> <p>All</p> <p>Co-treasurers</p> <p>MT & Board</p> <p>Board</p> <p>MT and Treasurers Board Recruitment Committee</p> <p>Drew</p>	<p>2011</p>
<p>IV. Participate in the development of urban water conservation policies and integrated resources planning</p>	<ol style="list-style-type: none"> 1. Promote adoption of consistent conservation policies and water resources planning throughout the state 2. Provide technical expertise to support policy development and planning 3. Promote the integration of water conservation into water supply planning 	<ol style="list-style-type: none"> 1.a. Explore regulatory and voluntary frameworks to facilitate consistent water conservation efforts throughout the state 1.b./3.a. Provide a forum for discussion on integrated resources planning 1.c./3.b. Monitor legislation and planning activities 1.d./2.a. Assess water conservation programs, policies and procedures 2.b. Seek opportunities to participate in high level planning efforts 	<ol style="list-style-type: none"> 1.a) Monitor WCTAG/ CWCB progress 1.c) Continue legislative updates on monthly agenda 2.b) Maintain CWW relationship with WCTAG/ CWCB 	<p>Drew</p> <p>Drew</p> <p>Drew</p>	<p>2011</p>