

WESTCAPS 2017 STRATEGIC PLAN UPDATE

WESTCAPS Mission: Develop a water resource solution that supports the current and future needs of the West Valley members.

Not included in this strategic plan are two elements currently in progress:

- **Incorporation of WESTCAPS**
- **WaterSmart Basin Study**

STRATEGIC GOAL 1: MARKETING, BRANDING & COMMUNICATIONS

WESTCAPS will refine its identity and “brand” to further engage, inform and collaborate with interested West Valley water stakeholders and become known as the source for water discussions in the West Valley. To accomplish this, we will:

- ✓ Develop key messages stating who we are, why we have come together, what we seek to accomplish, and why this work is important
- ✓ Develop an identifiable brand with a fresh new logo
- ✓ Identify and engage large West Valley water stakeholders, or those organizations whose objectives affect water, to build and nurture long-term relationships
- ✓ Host an annual West Valley Leaders Water Summit with notable speakers and interesting presentations to bridge the gap between water resources and water policy and to educate elected officials on West Valley water issues
- ✓ Produce an annual report to share our challenges and accomplishments
- ✓ Participate in key conferences or seminars (exhibit table or presenters) to reach out to West Valley water stakeholders
- ✓ Draft periodic articles/press releases highlighting West Valley water issues and achievements
- ✓ Develop a presentation to inform, engage and connect with West Valley managers and elected officials
- ✓ Expand our web presence to include water resource information, videos, and an interactive “blog” type tool for members and interested water users to communicate
- ✓ Determine if and when a social media campaign may be beneficial to our objectives

STRATEGIC GOAL 2: ADVOCACY & LOBBYING

WESTCAPS will raise awareness related to water supply and demand in the West Valley and engage in water advocacy or lobbying, when regionally beneficial, to further the interests of water in the West Valley. To accomplish this, we will:

- ✓ Develop relationships with regional water organizations to collectively support each other's efforts or provide input for consideration when our interests vary
- ✓ Work to become a unified voice for the West Valley regarding legislative actions/bills, and determine the need for professional lobbying services
- ✓ Develop relationships with key legislators on behalf of WESTCAPS
- ✓ Develop BMPs (Best Management Practices) from and for West Valley water providers
- ✓ Develop collateral and web info for 25 ways to save water
- ✓ Determine the interest in and assemble a WESTCAPS Water Conservation Committee
- ✓ Study the true cost/value of water and develop metrics to illustrate the relationship between water and economic growth/development
- ✓ Engage economic development interests to discuss the value of water to future growth, and the benefit of integrating this into the planning cycle
- ✓ Engage the Arizona Corporation Commission and key legislators to help them understand the importance of water to the West Valley
- ✓ Identify and engage a broader group of interests impacted by water, such as home builders, farmers, environmental interests, larger water use activities, to discuss and emphasize water sustainability
- ✓ Identify mechanisms by which to develop water resource professionals and leaders of the future through mentoring youth, sponsoring internships, and possible scholarships
- ✓ Work with ADWR and WESTCAPS members to identify ADWR requirements that could be enhanced or improved

STRATEGIC GOAL 3: POLICY & PLANNING

WESTCAPS will collaborate to develop or influence regional policies and planning to work toward water sustainability for the future of the West Valley. To accomplish this, we will:

- ✓ Pursue funding and grant opportunities to further our ability to conduct regional studies that can result in tangible outcomes or projects.
- ✓ Develop regional uniform water conservation initiatives
- ✓ Create or influence policy related to groundwater resource management to include water quality, recharge and recovery
- ✓ Develop regional programs/ policies to include West Valley standards and details for water
- ✓ Work in a regional manner to identify partnerships and opportunities to fill the future supply and demand gap through additional water sources, or regional infrastructure partnerships/ linkages which currently exist or can be developed/built
- ✓ Creatively pursue and evaluate new technology to develop a long-term strategy or framework to enhance the West Valley's water portfolio to meet future growth
- ✓ Partner with economic development to develop regional mechanisms to incorporate water resource policy with economic development policy to encourage and guide growth
- ✓ Develop a close working relationship with CAP to investigate options and costs for full utilization of West Valley CAP allocations within the West Valley
- ✓ Identify funds for and conduct a study of water quality and workable treatment options
- ✓ Monitor subsidence and other ongoing water, economic and resource studies conducted by local, state, and national agencies