

ADVANCING THE INTERESTS OF WATER PROVIDERS

STRATEGIC PLAN

OCTOBER 29, 2021

NWSA
NATIONAL WATER SUPPLY ALLIANCE

MEMBERS

Atlanta Regional Commission
Tarrant Regional Water District
Murfreesboro, TN Water Resources
Kansas Water Office
Cobb County-Marietta Water Authority
North Dakota Department of Water Resources
Susquehanna River Basin Commission
Consolidated Utility District of Rutherford County
City of Gainesville
Beaver Water District
Clarence Cannon Wholesale Water Commission
Gwinnett County Water Resources
Brazos River Authority
North Texas Municipal Water District
Tacoma Water
Gulf Coast Water Authority
Riverbend Water Resources District
Central Arkansas Water
Northeast Municipal Water District
King & Spalding, affiliate
Southwest Missouri Water, affiliate

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INTRODUCTION

Thanks to a knowledgeable and active membership, the National Water Supply Alliance has established its credibility with the Corps of Engineers and Congress, increasing its influence over the past several years. To continue this successful momentum and enhance NWSA's impact on water supply policy, the Board of Directors presents this Strategic Plan to focus and guide the organization's efforts moving forward.

On August 23-24, 2021, a small group met in Murfreesboro, TN, to develop this plan. In addition to the Board of Directors, the group included Andrew Morris (Communications Chair), Lewis Jones (WRDA lead), and Dave Mitamura (Executive Director).



Murfreesboro, TN
August 23-24, 2021

STRATEGIC PLANNING

Prior to convening in Murfreesboro, the Strategic Planning group members submitted responses to a survey to elicit discussion points at the planning session. In addition, each member of the group performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis to help guide the discussion. At the Murfreesboro session, the group deliberated on the responses and analysis to develop NWSA's first strategic plan.



NWSA'S FIRST STRATEGIC PLAN INCLUDES:



VISION
Our aspiration



MISSION
Our purpose



GOALS
Our focus



**STRATEGIES
/TACTICS**
Our tasks

VISION

Federal water supply policy fully aligned with regional, state, and local rights and needs



Description/Rationale:

NWSA is working to create a world in which federal water supply policy recognizes state primacy and reinforces the equal partnership between the federal government and regional, state, and local governments in managing water supplies. As such, federal water supply policy would be developed through full consultation with non-federal partners, to include incorporating regional, state, and local rights and needs.

MISSION

Our purpose



Our mission is three-fold:

- 1 Provide a forum for water supply interests;
 - 2 Advocate for sensible federal water supply policy; and,
 - 3 Advise and inform water supply stakeholders.
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GOALS

Our focus



We will:

- 1 Strengthen membership engagement services;
 - 2 Define key policy/legislative/appropriations issues, and develop a workplan; and,
 - 3 Develop water supply terminology and educational materials needed for effective advocacy and member engagement (Water Supply 101).
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STRATEGIES/TACTICS

Our tasks



Membership Engagement

To strengthen membership engagement services, we will:

- 1 Identify and survey water supply interests on USACE/water supply issues;
- 2 Engage current members and leadership in membership recruitment;
- 3 Invite states and prospective members to explain their local water supply issues;
- 4 Develop additional NWSA conference execution strategies; and,
- 5 Create an inventory of subject matter experts to assist NWSA members.



Key Issues

To define key issues, we will:

- 1 Document a process that identifies key issues and determines priorities, as well as delineates initiatives vs. positions; and,
- 2 Define key issues and strategies for Congressional and USACE engagement.



Educational and Advocacy Materials

To develop water supply terminology and educational materials needed for effective advocacy and member engagement, we will:

- 1 Develop one-pagers on water supply fundamentals;
- 2 Define key terminology to provide clarity (e.g., storage, allocation, reuse, flows);
- 3 Develop a communications strategy; and,
- 4 Establish a clearinghouse for research, case studies, and lessons learned.

NEXT STEPS: Under the guidance of the Board of Directors in November/December 2021, the Executive Director will develop a workplan for executing the Strategic Plan. All NWSA members are welcome and encouraged to participate in developing and carrying out the workplan. If needed, committees will be established to manage discrete efforts.