

2023 - 2027

2025 UPDATE

WATEREUSE® STRATEGIC PLAN

The WateReuse Association (WateReuse) was established in 1990 to advance water recycling through advocacy and education. Since 2000, WateReuse has operated as a national trade association for water utilities, businesses, and institutions who are engaged in advancing water recycling. Members have also formed state and regional WateReuse Sections across the nation to facilitate local engagement and advocacy.

In collaboration with our membership, the WateReuse Board of Directors developed a five-year Strategic Plan spanning 2023 to 2027, identifying strategic goals and objectives to support its vision and mission. The strategic plan was informed by a market analysis conducted by Bluefield Research, a private research firm focused on water markets; and an operational assessment conducted by Association Headquarters, an association management company. These two commissioned reports helped the Board and staff identify a strategic focus for the next five years as well as business tactics necessary to achieve it.

In September 2024 and March 2025, the Board of Directors reconvened to assess and revise the Strategic Plan to guide the Association through 2027.

VISION

A nation in which every community uses water recycling to safeguard public health and achieve environmental and economic resilience.

MISSION

To empower communities and businesses to embrace water recycling as the cornerstone to safe, resilient, and sustainable water resources.

STRATEGIC PLAN ROADMAP TO SUCCESS: HIGHLIGHTS & KEY ASSUMPTIONS

The Strategic Plan articulates a national organizational vision whereby every community embraces water recycling as a way to safeguard public health, the environment, and economic resiliency.

The Strategic Plan is built on three important guideposts:

- The Association's core membership base is the municipal water sector (including related businesses and institutions). Our advocacy, programming, communications, and operations must prioritize the need to grow, and deliver excellent value to, this member class while also continuing to serve all our members.
- There is an opportunity to establish and grow an industrial membership class given the accelerating interest in water reuse among several industry and commercial sectors.
- Our core strength is as an advocate for policies and funding to facilitate adoption of water recycling. Strong engagement by members and state sections, quality information and data, and public acceptance are all crucial to the success of our advocacy efforts.

GOAL AREA 1: **EFFECTIVE ADVOCACY**

Advocating for sound federal and state policies based on science and for funding to facilitate investments by water utilities is a core member benefit and remains a central focus of our Strategic Plan. The WateReuse Association has accomplished many advocacy goals at the federal level and, where Sections exist, at the state level toward advancing policies and funding that facilitate growth of water reuse.



GOAL 1-1: Advance policies and funding at local, state, and federal levels to promote the expansion of water recycling across all sectors.

Objective 1-1-1: Identify and increase bipartisan champions for recycled water across all government levels.

Objective 1-1-2: Increase incentives that support the adoption of water recycling across all sectors, including municipal and commercial sectors.

Objective 1-1-3: Create supportive regulatory landscape for water recycling at all government levels.

Objective 1-1-4: Enact legislation to increase funding, incentives, and support for water recycling at all government levels.

NEW! **Objective 1-1-5:** Serve as an educational resource for water recycling for members and all levels of government.

GOAL AREA 2:
STRATEGIC COMMUNICATIONS

Essential to remaining the premier authority on water recycling is establishing expertise on a range of important use applications for recycled water and being an information resource for members, policymakers and the general public. Much of this expertise resides with our members and our program goals are designed to leverage their expertise through engagement and educational opportunities managed through member standing committees.



GOAL 2-1: Strengthen our position as the premier authority on water reuse.

Objective 2-1-1: Optimize and expand programs to fully reflect the diversity of recycled water market sectors, drivers, solutions, and approaches.

Objective 2-1-2: Grow attendance and diversify engagement channels for WateReuse Symposia, conferences, workshops, and events.

Objective 2-1-3: Leverage strategic partnerships to reach new audiences and strengthen our leadership while maintaining brand identity.

NEW! **Objective 2-1-4:** Create a knowledge and information sharing hub for water reuse.

GOAL 2-2: Strengthen our position as the leading communications platform that creates trust and passion in our communities for water reuse.

Objective 2-2-1: Increase support for water reuse among key stakeholders and the public.

Objective 2-2-2: Strengthen our communications channels and tools.

GOAL AREA 3:
ENGAGE MEMBERSHIP



This third strategic goal area is the building block that allows for the enhancement of all the goal areas. It focuses on improving the administrative and operational functions of the Association, ensuring that value is delivered to our members, support is given to our Sections, and the organization remains strong and resilient. Much of the Association's strength, geographic reach, and effectiveness as a leading authority on water recycling is derived from the work of our Sections. The strategic plan calls for stronger alignment and coordination between the national office and Sections to ensure the Association as a whole accomplishes its mission.

GOAL 3-1: Engage and retain our membership so the Association can effectively accomplish its mission.

Objective 3-1-1: Strengthen our value proposition to retain and attract members.

Objective 3-1-2: Expand membership to reflect the diversity of water reuse market sectors, drivers, solutions, and approaches.

Objective 3-1-3: Provide engagement opportunities for members at all career levels.

GOAL 3-2: Strengthen and expand WateReuse Sections to support the overall vision and mission of the Association.

Objective 3-2-1: Increase tools and resources to support Section advocacy, communications, programming, member engagement, and operations based on the needs of each Section.

GOAL 3-3: Implement a multi-year operations, staffing, and financial strategy to achieve our strategic goals and objectives.

Objective 3-3-1: Diversify and grow revenue through membership development, Symposia and conferences, new revenue generating programs, and the optimization of existing programs.

Objective 3-3-2: Invest in adequate staff resources to achieve goals and objectives.

Objective 3-3-3: Ensure organizational alignment with WateReuse Sections on policy, programs, and operations.