

## Transition 2017

The Partnership is now in a transition year- an exceptional point in its history where members are using the opportunity to shape the organization from the ground up to both advance water efficiency in California while serving member needs. The transition includes selecting a new name for the organization, negotiating with the Alliance for Water Efficiency as to possible resource-sharing and partnership options, as well as adjusting the organization's focus, direction, key activities and member services.

## Learn More

Learn more about the Partnership and how we can work together to advance water efficiency in California.

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## Overview

The California Water Efficiency Partnership (formerly the California Urban Water Conservation Council) is an innovative leader, voice and expert on water efficiency in California that fosters collaboration among a wide variety of stakeholders.

The Partnership carries forward the collaboration that was a Council hallmark but with a new name and nimble and productive framework.

The new framework reflects the Council's evolution from implementing a 25-year-old Memorandum of Understanding on Water Conservation (and by extension Best Management Practices), as well as adjusts the previous voting structure to speed decision making and progress toward organizational goals. This evolution allows the organization to serve members and quickly adapt to California's changing regulatory, political, social, economic and environmental climate.

## Advancing Water Efficiency in California

The Partnership works to achieve efficiency gains by:

- Helping members meet legislative and regulatory requirements, as well as municipal or utility-adopted water use goals
- Fostering research and evaluation
- Serving as an information clearinghouse
- Providing tools, training and professional networking opportunities
- Advancing modern data analytics
- Serving as a technical expert to members and local, state and federal agencies
- Transforming markets for water use efficiency-related products and services
- Sharing successes and building partnerships to improve water efficiency and produce additional benefits for water system and ecosystem resilience

## Frequently Asked Questions

### What is the California Water Efficiency Partnership?

The California Water Efficiency Partnership (Partnership) is the successor organization to the California Urban Water Conservation Council (Council), which is undergoing an organizational transformation. Members voted in December 2016 to allow the Council to sunset so that a refocused and restructured organization could emerge on January 1, 2017. That organization—the California Water Efficiency Partnership—carries forward the leadership, expertise and collaboration that was a Council hallmark but with a new name and new nimble framework.

### What are the Partnership's key membership benefits?

The Partnership is focused on providing leadership and expertise within a collaborative framework on California water issues, challenges and opportunities. Key membership benefits include:

- Dedication to addressing California's unique issues, challenges and opportunities.
- Innovation, leadership and expertise on water efficiency.
- Collaboration with a wide variety of stakeholders.
- Information and tools to help members meet regulatory requirements and challenges.
- Information sharing, resources and networking.
- Research and data collection to advance water efficiency and spur market transformation.

### How does the Partnership differ from other organizations that promote water conservation and water use efficiency?

The Partnership is dedicated to addressing California's unique issues and providing value to California water providers, while pursuing a beneficial collaboration and partnership with the Alliance for Water Efficiency.

### Who are the Partnership's members?

Members include a wide variety of stakeholders working together to advance water efficiency in California such as:

- Urban water suppliers, including cities that deliver or supply water for urban use at the wholesale or retail level.
- Non-profit public advocacy organizations whose prime mission is to protect the environment.
- Landscape industry organizations and businesses interested in advancing market transformation to sustainable, water-efficient landscaping in California.
- Water industry leaders and organizations.
- Universities and research organizations.

### Who is staffing and governing the Partnership during the transition period?

The organizational changes allow staff to remain working seamlessly on programs, projects and committee activities. In addition, 11 current Board members are remaining in office, five former non-voting advisors became voting Transition Board members and five vacant seats were filled by the Transition Board.