

Membership Committee	
May 5, 2026	ACWA Spring Conference
3:30-4:00 p.m.	Sheraton Hotel, Gardenia Room Sacramento, CA

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|---|-------------------------------|
| 1. Welcome & Introductions | Chair Joone Lopez |
| 2. Membership Update | Vice Chair Chris Perri |
| 3. Finalize Work Plan | Dahl |
| 4. Vision for Our Water Future Update | Lopez |
| 5. Review Member Survey Results | Dahl |
| 6. Review Spring Conference Activities | |
| <ul style="list-style-type: none"> • Member Mixer – Perri • Conference Program – Lopez • New Wave pins – Dahl | |
| 7. Additional Discussion | All |

Meeting Materials:

- [Committee Roster](#)
- [March Meeting Recap](#)
- Membership Committee Work Plan
- [Vision of Our Water Future](#)
- Member Survey Results Summary
- [ACWA Member Directory](#)
- [ACWA's 2025-'29 Strategic Plan & KPIs](#)

2026-'27 Membership Committee Work Plan

Adopted _____

The overall mission of ACWA's Membership Committee is to assist staff in developing membership recruitment and retention programs, make recommendations to the Board of Directors regarding membership policies, eligibility and applications for membership and review, and make recommendations to the Finance Committee regarding an equitable dues structure. The Membership Committee's Member Recruitment and Retention Plan advises the organization on recruitment goals and strategies, and the programs and tactics deployed in support of them. The Membership Committee will also assist with advancing the goals and objectives identified in ACWA's Strategic Plan.

GOAL	OBJECTIVES & PROGRESS
1. Maintain high retention rate that supports ACWA's efforts to maintain a net-positive member growth rate. (KPI #43)	A. Provide members with timely and trusted information, updates and resources on priority issues. (Goal #3, Strategy #1) Regularly provide updates and information on website, publications, email, and social media
	B. Look for opportunities to reinforce value of membership to cities. - Partnered with Cal Cities in January to co-host a webinar on Water Efficiency, leveraged opportunity to showcase value of membership to cities engaged. - Encourage participation on City & County Planning Nexus Subcommittee under Local Government Committee.
	C. Inform and engage members to participate on committees, workgroups, and region leadership positions throughout the organization, striving to fill at least 90% of available governance seats. (KPI #42) - Across the organization, seats are 93% full as of March '26 - Membership Committee is missing representation from Regions 2, 6, 7 & 9
	D. Support and promote ACWA's Vision for Our Water Future initiative. - Host opportunities for members to learn about the initiative and how to amplify its message through webinars hosted in April and May. - Encourage members to use the toolkit to amplify its message and pass resolutions of support for the initiative.
	E. Look for opportunities to provide value to members Off required training on SB 827

2026-'27 Membership Committee Work Plan

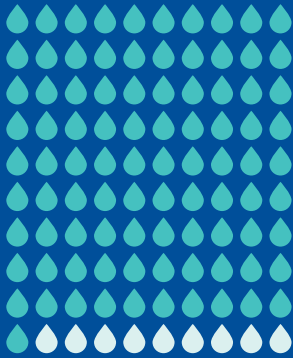
2. Continue recruitment efforts to support ACWA in maintaining a net-positive member growth rate. (KPI #43)	A. Develop relationships with the next generation of water professionals to ensure long-term ACWA members. Encourage their participation in ACWA. • Offer conference programing focused on workforce development, attracting the next generation. • Host ACWA's Executive Edge, September 16-18, 2026 in North Hollywood. B. Develop Strategies to involve region leadership and the ACWA Board of Directors. • <i>See Member Recruitment & Retention Plan.</i> C. Utilize events to recruit new members. • A nonmember attendee report is pulled before and after events to assist in recruitment outreach. • Regions are encouraged to extend invites to region events to prospective members to help them see the value in membership. D. Maintain a list of prospective members • A list of prospective members is shared with the Membership Committee and Region Boards upon request.
3. Enhance Member Experience	A. Build an inclusive experience and atmosphere at ACWA. • Connect new members with committee members at conferences. • Utilize "New Wave" pin at conferences to help identify new members and welcome them. • Assist Regions to engage new members at the local level. B. Work to continually promote the value of ACWA to members. • Follow the Committee's Member Recruitment & Retention Plan. • Use Region Program to engage members at the local level. • Highlight value of membership throughout all ACWA communications and programs. C. Support the Council of Past Presidents to connect with new members. • Co-host Member Mixer at conferences • Develop communication opportunities for past presidents to connect with newer members.
4. Explore options to partner with other water community organizations to maximize member services and value. (KPI #17)	A. Explore partnership and coordination opportunities • ACWA has an Association f Women, Water, Energy & Environment (AWWEE) membership and regularly participates and partners with them. • Regularly partner with CSDA, Cal Cities, CASA, etc. of advocacy efforts that benefit the shared memberships • Host regular Statewide Association Exchange Meetings to share/compare priorities and programs across organizations (i.e. AMWA, CMUA, Cal Cities, CASA, etc.)

Survey Demonstrates ACWA's Value to Members

ACWA surveys its membership about every three years to help the association prioritize issues affecting members, guide how resources are allocated and elevate the level of its services. Below are a few results from the most recent survey conducted between Oct. 6 and Nov. 18, 2025, based on 178 interviews with representatives from ACWA member agencies.

Member Satisfaction with ACWA Performance

91% satisfied



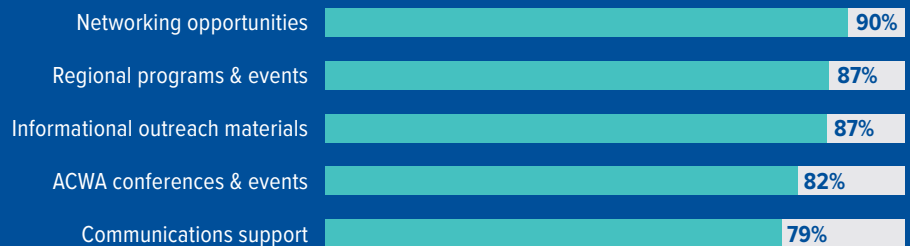
Top Reasons Agencies Join ACWA

- 1 Advocacy
- 2 Networking & events
- 3 Insurance & JPIA services
- 4 Training & professional development
- 5 Information sharing & industry updates

Top 4 Areas of Effectiveness

- 1 Communications & outreach support
- 2 Statewide legislative advocacy
- 3 Statewide regulatory advocacy
- 4 Leadership in policy development

Agency Satisfaction with ACWA's Member Services



Top Priority for Agencies

90% Infrastructure Funding

Water rights – 79%
Groundwater sustainability & replenishment – 76%
Water storage & dam safety – 73%
Water conveyance solutions – 73%

Satisfaction with ACWA Staff Interactions

97%

Respondents by Region

