

**VISION**

Leading the shift towards decentralized wastewater solutions for a sustainable and resilient water future.

**MISSION**

Advancing sustainable decentralized wastewater infrastructure through advocacy and professional development to protect public and environmental health.

**STRATEGIC GOALS**

**1 ENGAGEMENT & MEMBERSHIP**

NOWRA will grow its membership by 15% annually towards unifying and strengthening the voice of the decentralized wastewater industry.

**Members**

Increase member utilization of NOWRA-provided services and value by marketing current and new value.

**Affiliate Members**

Onboard 3 new US or International affiliate members.

**Corporate Members**

Onboard 1-2 new corporate members and increase the membership level of 6 current corporate members.

**2 EDUCATION**

NOWRA will lead the shift by collaborating with industry sectors to reach a diverse audience and expand training opportunities.

**Education & Training**

Develop 20 new online training materials for service providers, design professionals, and small communities.

**Certification**

Partner with qualified organization(s) to develop a certification program with a goal to improve the overall performance and management of decentralized systems.

**Training through Grant Funding**

Develop and deliver training and technical assistance as contracted in grant funding to protect water quality, environmental health, and public health.

**3 ADVOCACY & LOBBYING**

NOWRA will lobby and advocate as the principal resource for the decentralized onsite wastewater industry.

**Federal Lobbying**

Advocate to ensure federal decentralized funding of \$50M per year is appropriated.

**Federal Advocacy**

Engage with 50% of EPA MOU partners to positively affect decentralized wastewater policies.

**State Advocacy**

Develop relationships with all state affiliates to facilitate state advocacy efforts.

**4 STRATEGIC OPERATIONS**

NOWRA will strengthen and mature industry support by maintaining year-over-year revenue growth of at least \$175K and annual net income of at least \$125K.

**Staffing**

Sustain 3-5 full-time employees.

**Reserves**

Set policies to grow and maintain reserves at a minimum of 12 months of annual expenses.

**Grants**

Diversify grant portfolio by at least 2 additional funding sources.

For more information about NOWRA:  
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