



Water Collaborative Delivery Association

Better Projects, Together.

2026-2028

Strategic Plan

MISSION

Empower the water sector with the knowledge, ability, and tools for successful collaborative delivery.

VISION

Deliver better projects together to achieve a more sustainable future.

VALUES

Collaboration: We cultivate unity and create an engaging environment that is welcoming and rooted in the spirit of working better, together.

Integrity: We foster trust through transparency, communication, and fairness.

Excellence: We strive to achieve excellence in project delivery and all organizational activities.

Stewardship: We are passionate champions and stewards of water collaborative delivery as we create enduring benefits for our profession and our communities.

GOALS



LEAD

Water Sector Leadership

Position WCDA as a recognized leader in the water sector by focusing on the successful adoption of collaborative delivery.

- Implement a sustainable advocacy strategy across federal, state/regional, and local levels.
- Build strategic partnerships and strengthen sector communications.
- Define owner engagement strategies that align with WCDA's mission and vision.
- Expand WCDA's impact through enhanced outreach and feedback.



SUSTAIN

Organizational Excellence

Govern and manage WCDA in an effective and sustainable manner.

- Ensure staff capacity and resources necessary to fully support WCDA's programs, committees, and governance.
- Effectively manage finances and other resources to ensure a productive and sustainable organization.
- Maintain effective leadership and governance of WCDA through the development and execution of necessary and appropriate policies, documents, and processes.
- Continue to pursue excellence through the ongoing development, implementation, and periodic review and update of WCDA's strategic plan.



EDUCATE

WCDA Deliverables

Provide best practices and related educational programs and materials.

- Conduct relevant, impactful, and unbiased research to advance best practices.
- Develop industry-leading work products that establish and illustrate best practices across the entire collaborative delivery continuum.
- Be the trusted source of collaborative delivery resources and education in the water sector.
- Maintain relevancy of materials and programs by seeking feedback from practitioners and stakeholders.



CONNECT

Membership Value

Provide opportunities for meaningful member engagement to fulfill our mission and vision while maintaining a welcoming and inclusive culture.

- Continually strengthen membership growth and engagement strategies to support the organization's ongoing evolution.
- Enhance member onboarding to ensure awareness of the full spectrum of engagement opportunities.
- Identify and articulate what is valued most by our members about WCDA's unique culture and communicate this value message broadly.
- Strengthen communications among internal and external stakeholders.