

INVESTING IN WATER GOVERNANCE LEADERSHIP FOR WATER EQUITY IN CALIFORNIA

To determine these recommendations, and with field-building support from the Water Foundation, Cities & People Advisors conducted an analysis of the 2021 California water space, including by conducting 38 in-depth research interviews with elected and appointed water officials, water agency staff, technical advisors, and community organization strategists.

INVEST IN COMMUNITY LEADERS

Build the capacity of CBOs for inside-outside strategy, candidate development, and policymaking.



Educate voters, particularly young voters, so that they recognize, support, and become progressive candidates.



INVEST IN ELECTORAL CAMPAIGNS

Recruit and run women, particularly women of color, for all levels of water governance.



Use candidate slates to encourage critical mass on water boards that lack gender, age, and racial diversity.



Support candidates in developing strategic ballot designations and affordability messaging.

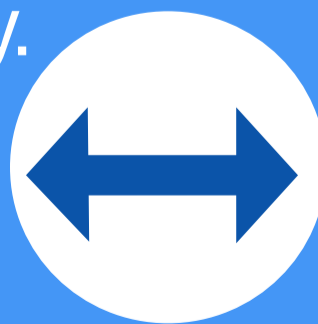


INVEST IN BOARD DIRECTORS

Provide cohort-based networks, mentoring, and coaching for under-represented directors by affinity group.

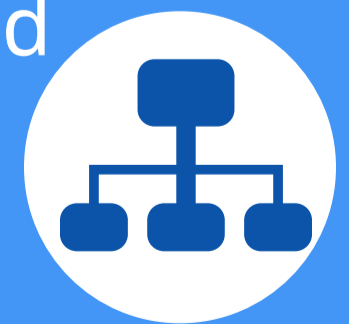


Bring directors and CBOs together and provide tools that build and support reciprocal accountability.



INVEST IN AGENCY LEADERS

Invest in next-generation research and strategies to diversify agency managers and GMs.



For more information, contact Cities and People Advisors
www.citiesandpeople.com

