Mission
On behalf of California stormwater permittees, CASQA advances sustainable stormwater management protective of California water resources.

Vision
To advance sustainable stormwater management protective of California resources, CASQA will:

<table>
<thead>
<tr>
<th>Core Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead</strong></td>
</tr>
<tr>
<td>Define and advocate for policies, regulations, legislation, and solutions that are based in the latest science and implement CASQA’s Vision for Sustainable Stormwater Management</td>
</tr>
<tr>
<td><strong>Engage</strong></td>
</tr>
<tr>
<td>Create opportunities to engage with our members and other organizations to achieve common goals by sharing knowledge, ideas, and best practices</td>
</tr>
<tr>
<td><strong>Educate</strong></td>
</tr>
<tr>
<td>Produce resources, publications, and events that inform and train stormwater professionals and educate the public</td>
</tr>
<tr>
<td><strong>Support Implementation</strong></td>
</tr>
<tr>
<td>Publish tools and guidance to support implementation of stormwater programs</td>
</tr>
<tr>
<td><strong>Increase Organizational Capabilities</strong></td>
</tr>
<tr>
<td>Operate as a high performance organization with the capabilities to achieve the Strategic Plan</td>
</tr>
</tbody>
</table>

Core Values

<table>
<thead>
<tr>
<th>Excellence</th>
<th>Leadership</th>
<th>Collaboration</th>
<th>Integrity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusivity</td>
<td>Respect</td>
<td>Service</td>
<td>Stewardship</td>
</tr>
</tbody>
</table>
**LEAD**

Define and advocate for policies, regulations, legislation, and solutions that are based in the latest science and implement CASQA’s Vision for Sustainable Stormwater Management

**Goals:**
- Implement the Vision for Sustainable Stormwater Management
- Provide Leadership through Regulatory Advocacy and Engagement
- Provide Leadership for Statewide and Precedential Permits
- Expand and Grow Legislative Engagement and Advocacy
- Define and Advocate for Scientific Advancements
- Identify Statewide Water Quality Priorities and Develop Solutions
- Advance Stormwater Profession through the CASQA Awards Program

---

**EDUCATE**

Produce resources, publications, and events that inform and train stormwater professionals and educate the public

**Goals:**
- Lead and Manage Statewide Training Programs
- Develop and Provide New Training and Educational Resources
- Produce Annual Conference as Industry Standard Educational Event
- Educate and Train through the CASQA Seminar Series
- Develop and Publish Informative Materials
- Optimize Educational Outreach and Engagement through CASQA’s Website

---

**ENGAGE**

Create opportunities to engage with our members and other organizations to achieve common goals by sharing knowledge, ideas, and best practices

**Goals:**
- Collaborate and Integrate CASQA’s Programs through the Executive Program Committee
- Engage Members through CASQA’s Subcommittees
- Engage and Communicate Effectively with Members
- Build Partnerships and Increase Collaboration with Organizations that Support CASQA’s Strategic Plan and Vision for Sustainable Stormwater Management

---

**SUPPORT IMPLEMENTATION**

Publish tools and guidance to support implementation of stormwater programs

**Goals:**
- Publish BMP Handbooks as the Industry Standard
- Support Pesticide Management through Our Water, Our World
- Develop Resources that Support Statewide Implementation

---

**INCREASE ORGANIZATIONAL CAPABILITIES**

Operate as a high-performance organization with the capabilities to achieve the Strategic Plan

**Goals:**
- Align Staffing Capacity with Organizational Needs (Resources)
- Recruit, Support, and Retain Effective Leaders (Resources)
- Ensure Financial Resources are Sufficient to Achieve the Strategic Plan and Effectively Managed (Resources)
- Maintain a Strong and Diverse Membership (Resources)
- Maximize CASQA’s Impact through Strategic Planning and Prioritization (Priorities)
- Transition from a Managing Board to a Governing Board (Processes)
- Modernize Governing Documents (Processes)
- Create an Organizational Structure to Achieve CASQA’s Strategic Plan (Processes)
- Operate with Accountability (Processes)