



PEER TO PEER 2019

Anaheim

Tools and Training for Water Conservation Professionals

DAY 1 SESSIONS SCHEDULE

MAY 15, 2019: Disneyland's Paradise Pier Hotel

4:30-7:00am

SPECIAL TOUR: Disneyland Park Landscaping and Water Use

For the ambitious early riser, join Disneyland staff on an extensive walking tour of the iconic park's landscaping and water use.

8:00-8:30am

Coffee and Registration

8:30-8:40 am

Welcome to Peer to Peer 2019

Greg Bundesen, CalWEP Board Chair

Mary Ann Dickinson, CalWEP Executive Director

8:40-9:30 am

KEYNOTE: Bill Patzert, NASA's JPL (retired)

Recently retired from a 35-year career where he was known as NASA JPL's 'Prophet of California Climate,' Bill is a leading scientific researcher and expert who has always been known to be outspoken on hot-button issues such as climate change, overpopulation and California water policy. Now he's turned in his government badge for a megaphone and is kicking off Peer to Peer to share his views on the future of climate and water in California.

9:30 – 10:45am

Plenary Panel: Framing the Future of Water Conservation

Moderated by: **Mary Ann Dickinson**, CalWEP

Peter Brostrom, Department of Water Resources

Dave Bolland, Association of California Water Agencies (ACWA)

Amy Talbot, Regional Water Authority

Maureen Hodgins, Water Research Foundation

This session will provide an overview of AB1668/SB606 legislation. It will include a panel and breakdown of what water management will look like in a post-framework world, including how CalWEP can help agencies comply with new state mandates.

10:45- 11:00am **BREAK**

*Sessions will occur concurrently in two tracks: **Framing the Future of Water Conservation** and **Effective Program Management**. Attendees are welcome to whichever topics are of most interest to them*

11:00-12:30pm

Effective Program Management Track

Running Effective Water Conservation Programs (Part 1 of 2)

Moderated by: **Amy McNulty**, Irvine Ranch Water District
Lisa Morgan-Perales, Inland Empire Utilities Agency
Rob Whipple, Western Municipal Water District
Gonzalo Armijos, The Solis Group

(Part 1 or 2) This session will focus on how to run effective programs by exploring development and planning procedures to help participants think through standards before launching programs. From labor compliance to customer outreach, participants will hear from experts in their field and prepare for the afternoon scenario-based challenge.

Framing the Future of Water Conservation Track

Reaching Outdoor Water Objectives: Choose your own adventure!

Moderated by: **Tia Leberherz**, CalWEP
Paul Clark & Wayne Tate, Eagle Aerial Solutions
Rick Whetsel, Santa Ana Watershed Protection Agency
Clay Kraus, Rachio
Sean McNeil, City of Santa Rosa
Lindsey Stuvick, Moulton Niguel Water District

This session will explore work being done across the state to help develop landscape budgets including tools and research to help agencies implement, track and comply with these new regulations. Participants will dive in with hands-on demonstrations and interactive sessions with innovators and regulators.

12:30-2:00pm

LUNCH & EXHIBITORS

Explore our sponsors and exhibitors throughout an extended lunch. Look out for help stations to navigating CalWEP's new website, learn more about AWE member benefits and contribute to a space where you may display YOUR successful outreach collateral to share with others.

2:00-3:30pm

Effective Program Management Track

Running Effective Water Conservation Programs (Part 2 of 2)

Moderated by: **Amy McNulty**, Irvine Ranch Water District and **Lisa Morgan-Perales**, Inland Empire Utilities Agency

Building on the morning's session, Part 2 is an interactive, scenario-based small group activity where participants will work together to design key elements of an effective water conservation program. Each small group will receive a project and will work collaboratively to overcome challenges as they are presented during the 90 minute session. Experts will be available to assist, and workgroups will report on their case study achievements at the end of the session.

Framing the Future of Water Conservation Track

Perspectives on CII: Building successful programs to reach your customer

Moderated by: **Charles Bohlig**, East Bay Municipal Utility District
Heather Cooley, Pacific Institute
Michelle Maddaus, Maddaus Water Management
Peter Brostrom, Department of Water Resources
Mark Gentili, Los Angeles Department of Water & Power

While there is still uncertainty about what exactly the new legislative framework will entail for CII customers, members and partners across the state are preparing. This session will highlight what academics, consultants, state agencies and water utilities are doing with their current CII programs as we look towards future regulatory development.

3:30-3:40pm

BREAK

3:40-5:00pm

Effective Program Management Track

AMI: Everything you need to know to run a successful program

Moderated by: **Mary Ann Dickinson**, CalWEP
Julie Ortiz, San Francisco Public Utilities Commission
Don Schlenger, Don Schlenger and Associates, LLC

Featuring Julie Ortiz from the SFPUC & nationally recognized AMI expert Don Schlenger, this session will explore creating and running successful AMI programs. Including a special AMI AMA ("Ask Me Anything") with Don & Julie.

Framing the Future of Water Conservation Track

Controversial Statements: Strategies for Indoor Water Use Conservation

Moderated by: **Tia Lebherz**, CalWEP
Debby Figoni, City of Beverly Hills
Greg Bundesen, Sacramento Suburban Water District
Linda Higgins, Placer County Water Agency
Eric Adler, Flume

Do devices save more water than behavior change? How important are toilet flappers? Is there saturation in indoor saving? Is 55 GPCD a reasonable target? Engage with our panelists as we propose some controversial statements about indoor water conservation. Be prepared for live polling and lively conversation!

5:00-6:30pm

RECEPTION & EXHIBITORS



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Tools and Training for Water Conservation Professionals

DAY 2 SESSIONS SCHEDULE

MAY 16, 2019: Disneyland's Paradise Pier Hotel

8:30-9:00am

COFFEE AND NETWORKING

9:00-9:45am

KEYNOTE: Karen Guz, San Antonio Water System

Karen Guz is the Water Conservation Director for San Antonio Water System in Texas. She will share her perspectives, expertise and successes building a successful water conservation program in Texas!

9:45 – 10:00am

BREAK

10:00 – 11:00am

Framing the Future of Water Conservation Track

Water Loss 101: The Water Balance, SB 555 and Framework Regulations

Moderated by: **Sue Mosburg**, Sweetwater Authority

Joe Berg, MWDOC

Todd Thompson, Department of Water Resources

This 45-minute session is geared towards exploring the basics of the water balance generally. It will include an overview of SB 555 of requirements and reporting schedule, as well as the water loss requirements as the "third leg" of the SB606/AB1668 "stool."

Effective Program Management Track

Water Rates in the Age of Water Efficiency

Tom Ash, Tom Ash H2O

Martha Davis, Water Efficiency Trust

This session will make water rates fun and accessible. Using visual aids and decades of experience, Tom Ash and Martha Davis will give an overview of budget-based water rates as we make conservation a California way of life.

11:00 – 12:00pm

Framing the Future of Water Conservation Track

Water Loss 201: Technical Power Hour

Moderated by: **Joe Berg**, MWDOC

Kartiki Naik, State Water Resources Control Board

Kate Gasner, Water Systems Optimization

Sue Mosburg, Sweetwater Authority

Hal Hylton, South Coast Water District

This session will delve into the weeds of water loss regulations including: component analysis, pressure management, leak detection and more!

11:00 – 12:00pm

Effective Program Management Track

The Latest in Landscape Research with the Alliance for Water Efficiency

Mary Ann Dickinson & Lacey Smith, Alliance for Water Efficiency
Maureen Erbeznik, Maureen Erbeznik and Associates

Recently, the Alliance for Water Efficiency released its 2-year landscape transformation study. This session will recap top findings and preview a utility guide to landscape transformation programming being developed by the AWE.

12:00-1:30pm

LUNCH – Committee meet & greet, vendor fair and special announcements

This will be a plated lunch. Attendees are encouraged to sit at program and research committee tables to get to know their fellow members. Not on a committee? There will also be tables with general seating. Use extra time to visit our sponsors and exhibitors. Stay tuned for a special presentation at lunch!

1:30 – 2:15pm

Framing the Future of Water Conservation Track

Public Outreach and Customer Messaging: Key components to running successful campaigns to reach your targets

Moderated by: **Tia Lebherz**, California Water Efficiency Partnership
Kristeen Farlow, San Bernardino Valley Municipal Water District
Angela Fentiman, The FRW Company
Lisa Cuellar, California Water Efficiency Partnership

This session will explore the ins and outs of a range of tools and approaches to public outreach and customer messaging. From broad based approaches to targeted campaigns to reach certain customers, participants will hear from experts about successes and lessons learned investing in their public outreach programs.

Program & Training

Water and Energy: Connecting the dots for a more efficient future

Moderated by: **Mary Ann Dickinson**, CalWEP
Kendra Olmos, UC Davis Center on Water-Energy Efficiency
Lindsey Stuvick, Moulton Niguel Water District
Martha Davis, Water Efficiency Trust

With growing interest in the water-energy nexus, this session will explore how agencies have saved energy with their water conservation programs and how we can change state policy to get these efforts financially rewarded.

2:15-2:30pm

Closing Reflections and Door Prize Give Away

Before you hit the road, join us for some reflections and our top take aways. We'll also be giving away a couple of door prizes to several lucky attendees!

Questions? Contact Tia Lebherz at tia@calwep.org